

# LIFE



WILLKIE ON CAMPAIGN

SEPTEMBER 30, 1940

10

CENTS

YEARLY SUBSCRIPTION \$4.50





# What Does Your Pen Say About You?

**Does it tell the world you're smart, orderly,  
alert, neat, capable—a dozen flattering things?**

**Try the Pen that gives real Character to Handwriting  
—gives Zest for any task, Ink Capacity to carry over  
and Speed to beat the clock!**

## GUARANTEED for LIFE

*by Parker's Blue Diamond*

It isn't a question of whether you have a pen, but whether you have one that gives the world a good impression of you.

A pen like this modern, streamlined, laminated Pearl Beauty — a wholly exclusive style — that excites admiration when you're seen in its company, and that creates favor for you when you write.

That's why millions of people are passing up old types for the revolutionary Parker Vacumatic.

In many a crisis it is worth its weight in gold. For its patented Television barrel shows days ahead if your ink is running low. Hence it won't run dry in tests or exams, won't falter on the dotted line, won't miss the boat!

Its lubricated Point of extra-fine-grained 14 K Gold is tipped with oil-smooth Osmiridium—will

give you *zest* for any task, and *speed* that beats the clock to the finish!

The only Pen of its kind in the world, and the only One-Hand, Sacless filler. No rubber ink sac, no piston pump, no lever filler—room for nearly twice as much ink as our old style.

Price cannot stop you, for the Parker Vacumatic is GUARANTEED FOR LIFE by Parker's Blue Diamond. Thus, based on official Life Expectancy Tables of leading insurance companies, the world's finest pen costs less than the poorest! All nearby pen counters are demonstrating. Try it today.

Imperial, \$13.75; Maxima, \$10; Major (illustrated) or Debutante, \$8.75; Junior or Sub-deb, \$5

The Parker Pen Co., New York, Chicago, San Francisco. Factories at Janesville, Wisconsin and Toronto, Canada.

COPR. 1940, THE PARKER PEN CO.

# Parker

VACUMATIC

◆ Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a charge of 35c for postage, insurance, and handling, provided complete pen is returned for service.

*Guaranteed  
for Life*  
by PARKER'S  
BLUE DIAMOND

*Full  
TELEVISION  
ink supply*

\$8.75



*"One-Hand" Filler*  
the EASIEST, most convenient to operate, as proved by Deavitt Laboratories, testing 24 models of best-known brands.

TO MAKE ANY PEN A SELF-CLEANER, SIMPLY WRITE WITH PARKER QUINK, THE AMAZING INK THAT DISSOLVES DEPOSITS LEFT BY ORDINARY INKS, 15¢, UP



BOY! THAT'S WHAT WE NEED!

THERE YOU GO!  
ALWAYS FALLING FOR  
PRETTY GADGETS!

# NEW G-E BULB GIVES INDIRECT LIGHT FOR LIGHT CONDITIONING

G-E SILVERED BOWL MAZDA LAMPS  
NOW COST AS LITTLE AS .... **23¢**



## THAT NIGHT

DON'T BLAME ME IF SUPPER'S  
SPOILED! I'VE GOT A SPLITTING  
HEADACHE AGAIN!

NO WONDER,  
WITH THAT  
LAMP BULB  
GLARING IN  
YOUR EYES!

## NEXT DAY

HERE'S SOMETHING FOR  
THOSE HEADACHES, HONEY!

WHAT ON EARTH  
IS IT...?

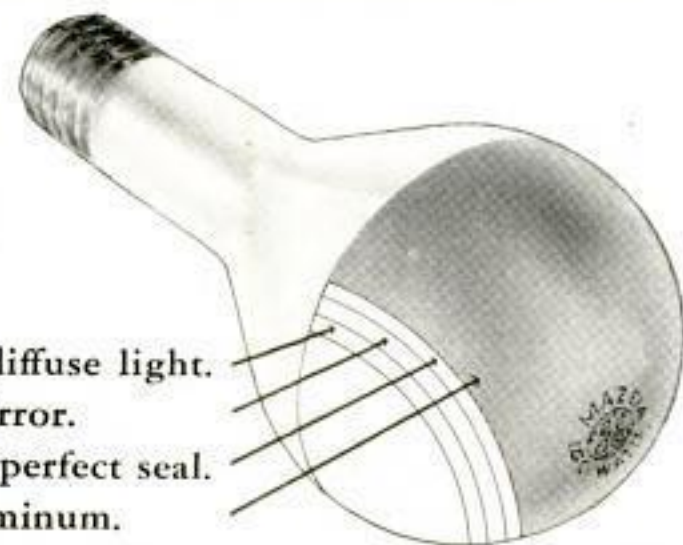
YOU WATCH-I SCREW THIS  
FIXTURE IN THE SOCKET,  
AND NOW I SIMPLY PUT IN  
THIS NEW G-E SILVERED  
BOWL MAZDA LAMP!

AND PRESTO, DUCKY  
DARLING, WE GOT  
INDIRECT LIGHT!  
THE WHOLE WORKS  
FOR THE PRICE OF 2  
CARTONS OF CIGARETTES

DEAR, YOU'RE WONDERFUL  
I KNOW 3 OTHER PLACES  
WHERE WE NEED THE  
VERY SAME THING!

LOOK! SILVERED BOWL LAMPS  
ARE TRIPLE-COATED TO GIVE  
SOFT, INDIRECT LIGHT!

First, the glass bulb itself is etched to diffuse light.  
Then the bowl is silvered like a fine mirror.  
This is backed up by copper to make a perfect seal.  
Finally, it is finished with a layer of aluminum.



## SEE THESE HANDY NEW AIDS TO LIGHT CONDITIONING!

See these light-conditioning aids at your dealer's today! General Electric makes only the bulbs, but is glad to recommend the kind of fixtures you need for better light, better sight.



Adaptor units like this  
provide indirect light.  
Use Silvered Bowl lamp.



Silvered Bowl lamps and  
small adaptor units trans-  
form bare bulb fixtures.



Another style of Silvered  
Bowl lamp adaptor that  
screws into old socket.



This type of Silvered  
Bowl lamp adaptor is  
suited for bedrooms.



Handy pin-to-wall lamps  
come in many styles and  
prices. Useful anywhere.



Transform old floor  
lamps with low-priced  
diffusing bowls and 150  
watt G-E Mazda lamps.



Silvered bowl lamp shad-  
ers modernize down-  
turned bridge lamps.



Certified I.E.S. Lamps  
give you Better Light  
for Better Sight.

## REDUCED PRICES ON G-E MAZDA LAMPS!

### Regular MAZDA lamps

7½, 15, 25 watt, now only.....	<b>10¢</b>
40, 50 and 60 watt, were 15¢, now.....	<b>13¢</b>
75 and 100 watt, already down to.....	<b>15¢</b>
150 watt, already down to.....	<b>20¢</b>
50-100-150 watt, already down to.....	<b>45¢</b>
100-200-300 watt, already down to.....	<b>60¢</b>

### Silvered Bowl MAZDA lamps

60 watt, was 35¢, now only.....	<b>23¢</b>
100 watt, was 45¢, now only.....	<b>25¢</b>
150 watt, was 55¢, now only.....	<b>45¢</b>

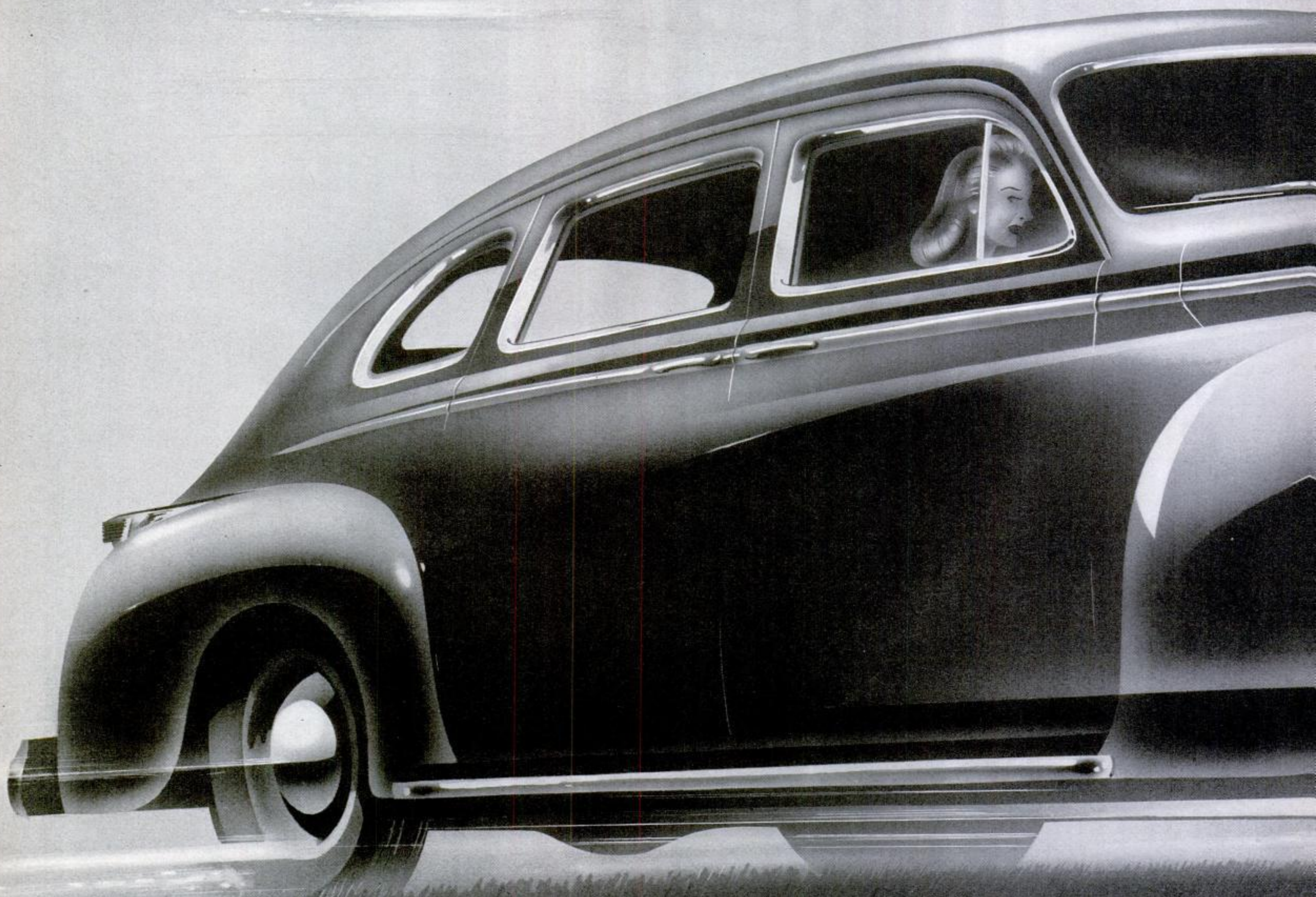
Remember — you can burn 100 watts two hours  
a night for a month for about twenty-five cents!

## G-E MAZDA LAMPS GENERAL ELECTRIC

*Made to stay brighter longer*







# YOU'LL SAY WE'RE STRETCHING THE TRUTH



## Here's the Triple Thrill of Fluid Drive!

- 1. Gearshifting Takes a Holiday!** For all normal driving you don't have to shift gears! You can start in high, drive in high, stop in high...and start again in high!
- 2. A Thousand Different Speeds!** You can drive from one mile an hour to the top speed of your car...and enjoy a thousand speeds in between...all without ever shifting gears.
- 3. The Smoothness of Oil!** Power from the engine is transmitted to rear wheels through a shock-absorbing cushion of oil. The result is almost unbelievable smoothness and much longer car life.

HERE'S ONE TIME when even the hard, cold facts read like a page out of a story book!

That's why we say—please, don't take our word alone! Judge this car by the evidence you get when you're in there behind the wheel!

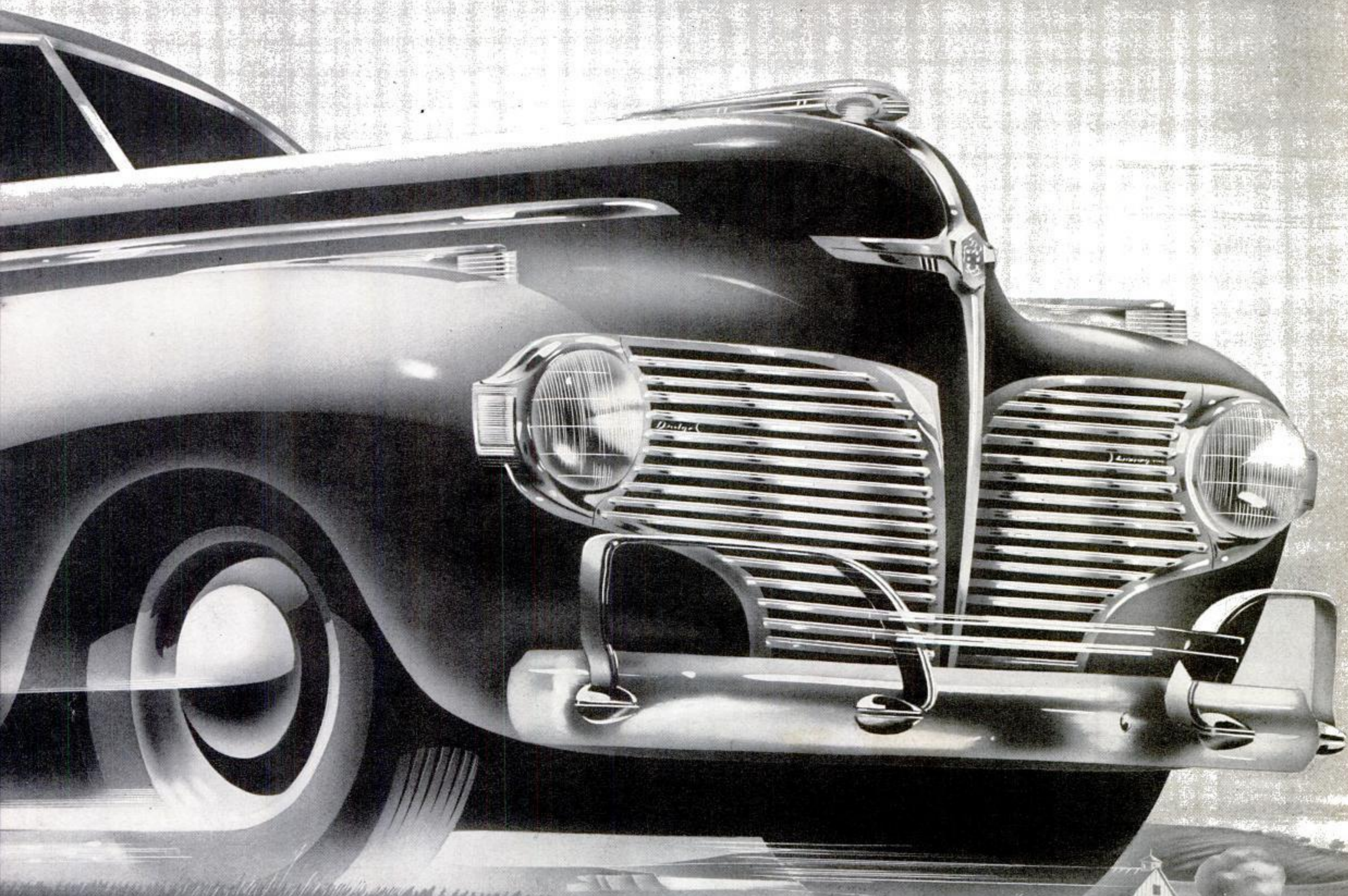
Judge this great new Dodge by what you see when you take in the streamlined sweep of that new bigger, wider, low-slung and jaunty body, with an air that says—"Man, here's the way to go places and how!"

Judge it by the matchless Dodge craftsmanship that has made this car notable for luxury and good taste!...Witness the most eye-pleasing instrument panel you ever saw!...Chrome-trim fittings that gleam like fine silverware!...Deep, pillow-type upholstery that makes you proud to say to your friends—"Hop in, if you're going my way!"

Tune in Major Bowes, Columbia Network, Thursdays, 9 to 10 P. M., E. S. T.

**LOWEST - PRICED CARS**





*Until You See and Drive It...*

But the big thrill comes when you drive it—the thrill of the new Dodge Fluid Drive! Now you can start in high without buck or jerk...brake to a stop and stay in gear...yes, and start again in high without shifting!

But don't be too easy on her! Give this broad-shouldered traveler a grueling...and watch her eat the miles, without gorging on gas! ...see her go all day—and day after day—without fussing!...She's a Dodge, remember—with all the trouble-free way of doing things that Dodge engineers have always bred in her!

But the timely news right now is that she's there at your Dodge dealer's—eager to do things you've probably never seen done before! Why not telephone your dealer now—he'll have one of these eye-filling Luxury Liners at your door in a hurry!

**Words can't describe it...you've got to see and drive it!**

**WITH FLUID DRIVE**

**NEW 1941**

**Dodge**

**LUXURY LINER WITH  
FLUID DRIVE**



## "And I thought Gramps was a Grump!"

1. All I knew about Grandfather was that he owned a gold mine in South Africa, and didn't like little girls. When he wrote he was coming to visit us, Daddy and Mummy said for me to be nice to Gramps, and not bother him.



2. "Should have been a boy!" Gramps grunted to me, the day we met him at the boat. "Would have loved to have a grandson," he added to Daddy. And after that, Gramps didn't pay very much attention to me.



3. When coffee was served after dinner that night, Gramps blew up. "Never touch the stuff!" he shouted. "Love it, too, but the caffeine in it keeps me awake!" So I said to Mummy: "Let's get Sanka Coffee for Gramps!"



4. "What good would that do?" Gramps snorted. "Why," I said, "Sanka Coffee is 97% caffeine-free, and can't keep you awake. I read about it in an ad!" "You did?" Gramps said. "Young lady, let me see that advertisement!"



5. "Humph!" said Gramps, reading the ad. "The Council on Foods of the American Medical Association says: 'Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden.' I'll try it!"



6. So Mummy made Sanka Coffee for Gramps next day. "Delightful flavor!" he admitted. "Hope it lets me sleep!" Of course, it did . . . and was Gramps pleased! "Young lady," he said, "you're as smart as a boy!" And he bought me a pony!



**SANKA COFFEE**  
REAL COFFEE . . . 97% CAFFEIN-FREE

**PRICE REDUCED!**

The price of Sanka Coffee goes down again! Both "regular" and the popular, new "drip" grind are now selling at the lowest price in history!

Copyright, 1940, General Foods Corp.

**NOW SELLING AT THE LOWEST PRICE IN HISTORY!**

## LETTERS TO THE EDITORS

Canada

Sirs:

May I be permitted to thank you for publishing one of the finest printed stories of Canada, past and present, it has ever been my good fortune to read (LIFE, Sept. 9).

Many of our people are sincerely hoping that some day Canada will be part of the United States.

S. ST. GERMAIN

Sherbrooke, Quebec

Sirs:

This is to express sincere appreciation to your staff for the excellent and much-needed articles on Canada, culminating in the magnificent pictorial history of last week's issue.

We never think of becoming a part of the U. S. We are a nation, complete in ourselves. We welcome and encourage the best possible relationships with your country, but never think of things being different than they are now.

SCOTT BURRILL

Hamilton, Ontario

Sirs:

Some years ago there was published a novel *Told by an Idiot*. Can it be that you have preserved "The Idiot" in alcohol and now released him to write the captions concerning Canada?

H. B. WEST

Montreal, Quebec

Sirs:

In the Sept. 9 issue on page 116, LIFE shows the "Historic Visit" of King George VI and Queen Elizabeth to Canada. LIFE fails to mention that the gentleman in the right foreground, carrying hat and cane, is the mayor of Montreal who is now in a concentration camp for opposing Canada's mass registration.

GEORGE F. WEISS

Media, Pa.

●Portly Mayor Camillien Houde, whose administration was long the subject of spicy Montreal gossip, was confined to a concentration camp in August. A notorious Fascist, he made



MAYOR HOUDE (FAR RIGHT)

news last year by saying that should England ever fight Italy, French Canadians might be on Italy's side. When war came, Mayor Houde strongly urged all French Canadians to oppose registration.—ED.

Sirs:

My, my, my! More information to mislead Adolf! When I was visiting Vancouver, B. C., several years ago the exit to the sea was off left, not "off right" as stated on page 111 in your issue of Sept. 9.

AL ROSE

Modesto, Calif.

●The exit is still off left, in spite of LIFE.—ED.

**Hitler Not Blinded by Gas**

Sirs:

Recently your journal issued an admirable account of Hitler's life, in which you asserted that Hitler during the last war was in a hospital blinded "by British gas."

This is untrue. Hitler's medical war

## Everybody's favorite



"The national rub-down"



**MIFFLIN**  
ISOPROPYL ALCOHOL  
RUBBING COMPOUND

● AT DRUG, DEPARTMENT  
AND 5c AND 10c STORES

"They call me . . .  
**SMOOTHIKINS**  
... the figure flatterer"



**59¢**

FEATURING  
**Celanese**  
RAYON

One of Blue Swan's  
SISTERS OVER THE SKIN

I'm a smoothie if there ever was one  
... a band party that blends  
my lines with yours. My silky-smooth  
texture defies all chafing for I'm  
made of Celanese rayon, guaranteed  
not to run, shrink, or sag. And my  
NO-BELT WAISTBAND, a miracle of  
comfort, actually breathes with you!

**Blue Swan Mills, Inc.**  
EMPIRE STATE BUILDING  
NEW YORK CITY



**Both Fashion-Right  
AND Raintight!**



**U.S. Raynsters**  
\$6 TO \$17<sup>50</sup>



**New STITCHLESS  
hand-tailoring!**

A great improvement in raincoats and waterproof topcoats—*stitchless* hand-tailoring!...the exclusive Raynster\* way of *bonding* seams together, instead of puncturing them full of water-welcoming needleholes. Seams not only 100% waterproof—but smoother, flatter, more *streamlined*. And they can't pucker—your Raynster's\* fine custom lines are *in to stay!* Fabrics, too, are fully *water-proof*—not just "water-repellent." Swanky selection includes gabardines, poplins, lawns. Some models loose-lined—with luxurious "free-slipping" rayon serge—to add topcoat comfort and advantages. At **Better Stores**.

United States Rubber Company  
Rockefeller Center • New York



## LETTERS TO THE EDITORS

(continued)

record was inspected in 1931 by a friend of mine, one of the most distinguished medical men in Europe. It showed that he had had only one hospital admission, the diagnosis being "hysterical amblyopia" or in lay language "blindness due to hysteria," i.e. due to subconscious fear.

My friend looked for this record again in 1934 and found it no longer existed.  
FOSTER KENNEDY, M.D.

Bar Harbor, Me.

● All thanks to Dr. Kennedy for his valuable information. He is professor of neurology at Cornell University Medical College, New York, and attending physician in charge of the neurology department at Bellevue Hospital.—ED.

### Oil Tanks Bombed

Sirs:

Sometimes you show an uncanny ability to forecast what will happen. In your May 20 issue you showed German pictures of the big oil tanks along the Thames near London. You said that those tanks would be targets for the Germans.

In the paper this morning I read that the tanks have finally been set afire.

JOSEPH McCULLOUGH  
Birmingham, Ala.



GERMAN VIEW OF OIL TANKS



GERMAN BOMBS SET THEM AFIRE

### Ruins of Rotterdam

Sirs:

I am grateful to you for publishing those pictures of the ruins of Rotterdam. I was born in that city and spent the first nine years of my life there. I thought that I knew every street and canal in the old part of the town, but with one exception I fail to recognize the scenes you show. I know that the pictures are genuine from certain landmarks. But the job of mass annihilation was done so efficiently that I doubt whether even the owners of these premises will be able to identify their belongings.

However, that is not a matter about which your American readers need lose any sleep. It was not their city. They are still 4,000 miles removed from the actual conflict. But I would like to offer them a subject for some serious meditation.

Letters I received from the country of my birth, up to the evening before the fatal invasion, showed that no one—even for a moment—was willing to admit that such things as since then have taken place could ever happen over there. Hitler had once more and only a few days before given the Dutch Government a solemn assurance that he contemplated no action whatsoever against his neutral neighbor in the west. And so they felt completely safe.

Today these poor devils—already starving and completely deprived of their ancient liberties, can spend their

(continued on p. 6)

**BEAUTY NAPS  
ARE PASSÉ...  
BEAUTY RIDES  
THE VOGUE!**

## JOY HODGES FEATURED IN THE UNIVERSAL PICTURE "MARGIE"



**IT'S FUN TO  
RIDE A BIKE**

Want Hollywood measurements? Then do as Hollywood does...ride a bike! Pedal your way to a slim, trim figure...to good looks and good health! Bicycling is good fun for everyone...the young, and all who want to stay young. Why not see your neighborhood dealer in bicycles at once? Buy a bike!

**CYCLE TRADES OF AMERICA, Inc.**  
Chanin Building, New York City

**Keep Trim---Keep Slim---Keep Cycling!**



# FOR NEW ADVENTURES

## About



**YOU'LL** find the style that thrills your eye, fits your foot and pleases your pocketbook . . . in PORTAGE Shoes. For men who take pride in smartness and quality . . . the new Portage STANFORD Shoes with mellow-rich Cordwainer Hand Finish. Young bloods go for the swanky, Boulevard Styles. Foot-conscious men pick PORTO-PED Air Cushioned Shoes. See the Portage Dealer.

PORTAGE SHOE MFG. CO.  
Milwaukee, Wis.



Portage STANFORD Shoes  
\$6.85 to \$7.50  
Model 148  
Hand-stitched Moccasin  
Bal of Brown Maison  
with Cordwainer Hand  
Finish. He-Man Last.

Portage Air Cushioned  
PORTO-PED Shoes  
\$6.50 and \$7.00  
Model 2291-3  
Midway Last  
Black or Brown Calf.



Portage BOULEVARD Shoes  
\$5.00 to \$6.00  
Model 6879  
Light Brown Maison,  
Wing-tip style with  
Cordwainer Hand  
Finish. Rex Last.

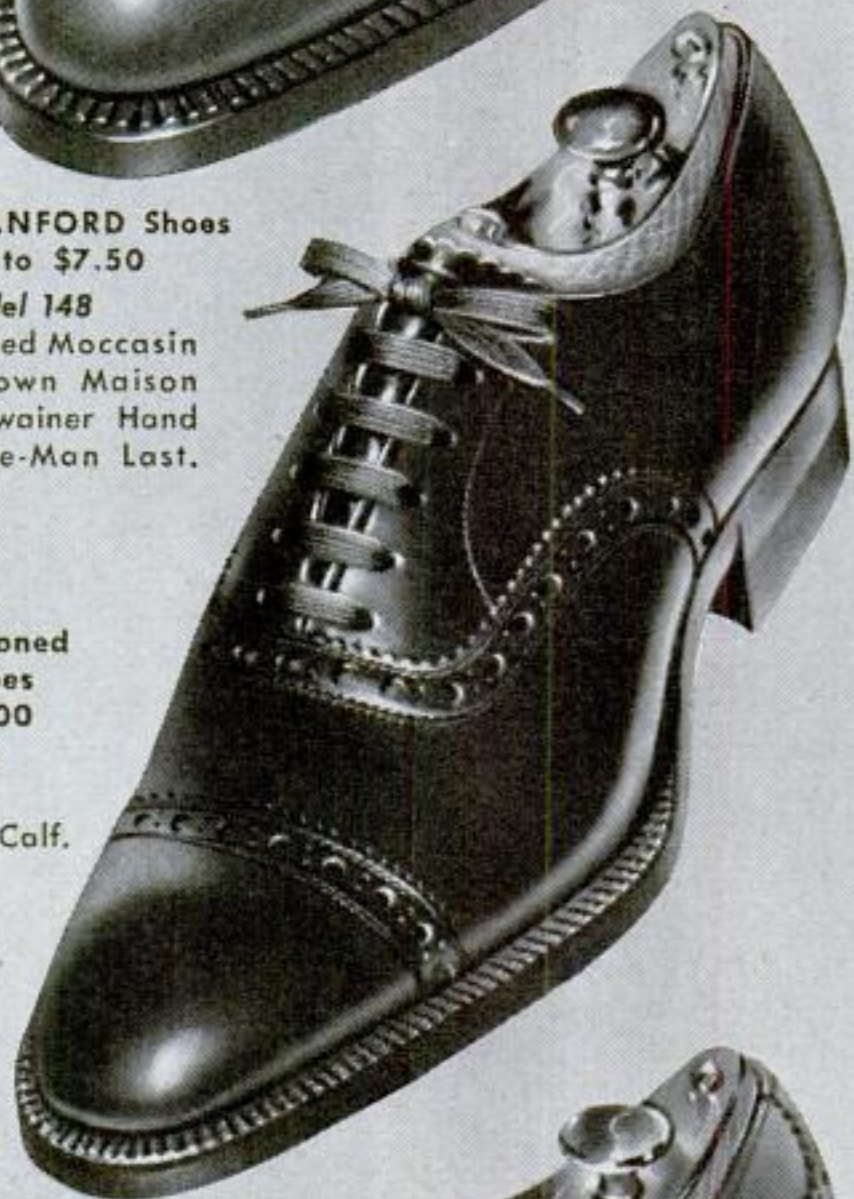
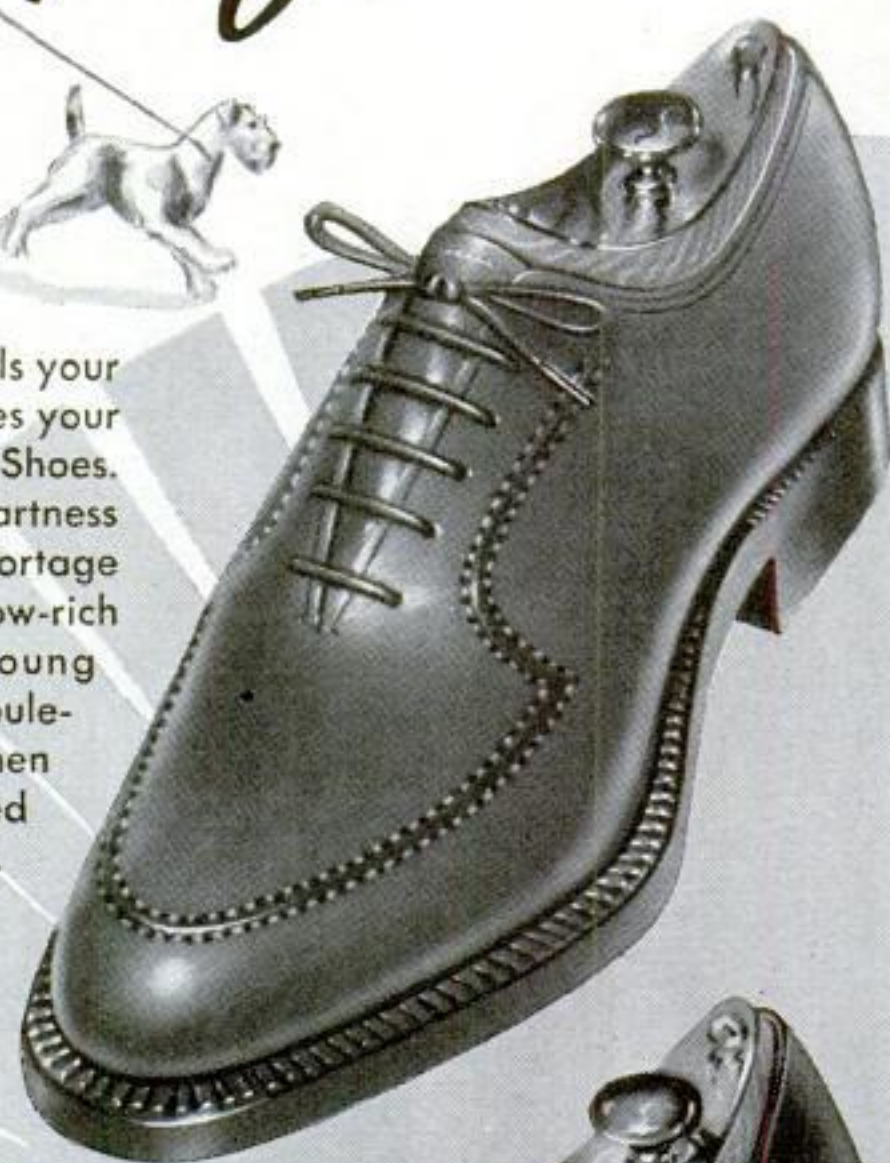


\$5 to 7.85

Slightly higher west of Rockies

# PORTAGE

SHOES FOR MEN



## LETTERS TO THE EDITORS

(continued)

evenings sitting in their unlighted rooms, reflecting upon the value of the Führer's solemn word. And it has become our turn to listen to ardent patriots who denounce those of us who want to get armed and to get armed right away, as war-mongers and enemies of American democracy.

God have mercy upon us for our willful ignorance!

HENDRIK WILLEM VAN LOON  
Old Greenwich, Conn.

Sirs:

I am an old Rotterdammer and I wish to express my gratitude to you for publishing the series of pictures of the destruction of my poor old town in your Sept. 9 issue.

They were a terrible revelation to me. I recognized every picture because I lived there for 19 years. So far I have not received any definite news from my father and mother who are living there. But picture No. 7 does not make me feel very good, because the tall building in the background is not more than a few blocks away from my father's home. My father is a bacteriologist at the Ryks-seruminrichting and both his home and laboratory are not far from that tall office building.

A. J. S. VAN ALPHEN  
Victoria, British Columbia

### Resemblance?

Sirs:

It is interesting to note the remarkable resemblance of your LIFE cover, Sept. 9, to the famous painting, *Bohemian Girl*, by Frans Hals (see cuts).

Was the resemblance a coincidence, or did Photographer Elisofon have the picture in mind when Miss Bruce posed for him?

HELEN L. DUFFEY  
Barberton, Ohio



CAROL BRUCE



HALS' "BOHEMIAN GIRL"

### Live Corporal

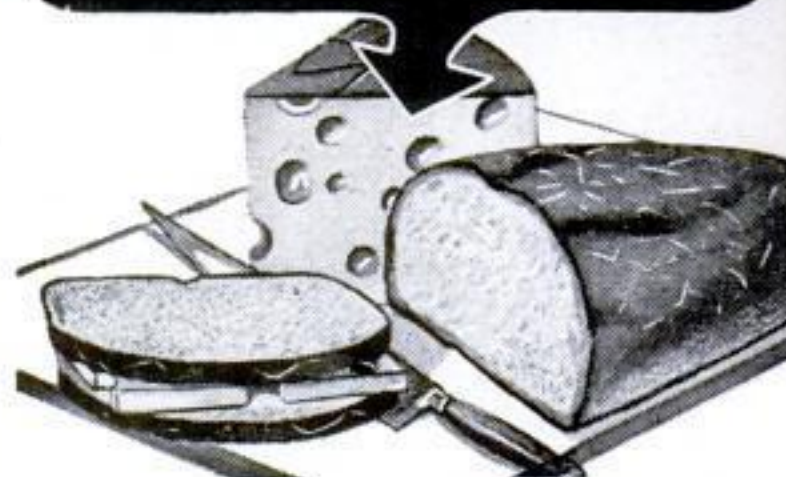
Sirs:

On page 23 of your Aug. 26 issue is your Picture of the Week showing the widow and baby daughter of Lance Corporal Harry Nicholls holding the Victoria Cross which they had received from King George VI. It stated that

## BEST FOODS MUSTARD WITH HORSE RADISH



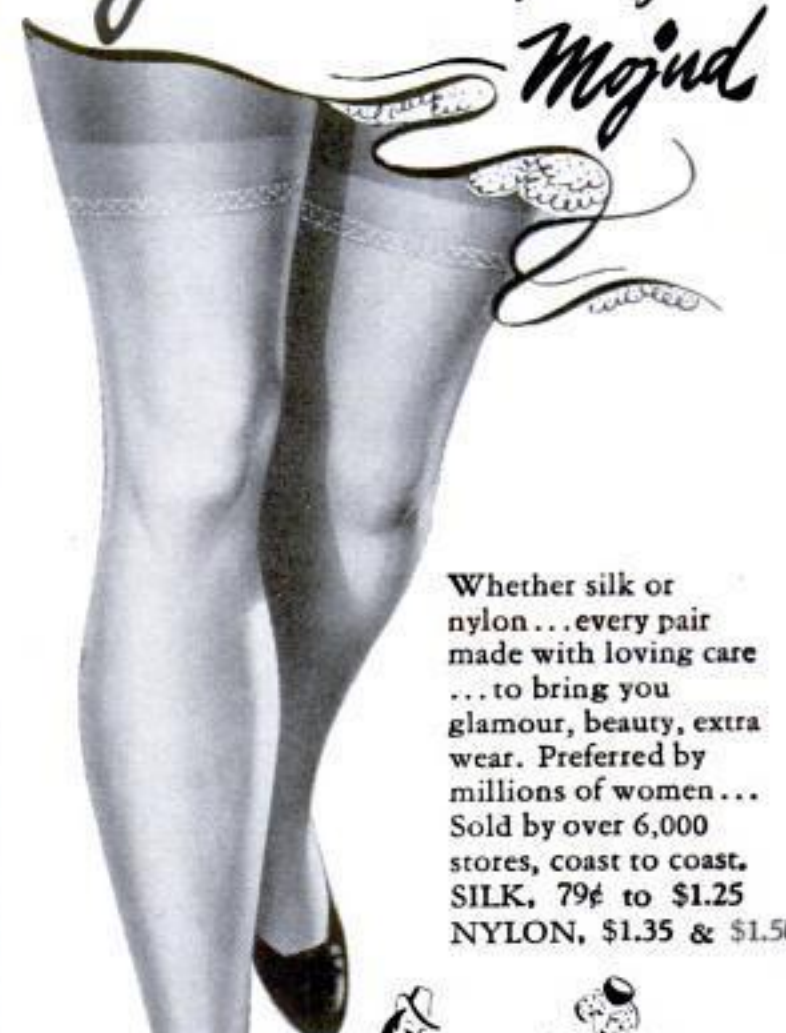
Gives a grand new wallop to "SWISS ON RYE"!



In fact, serve Best Foods Mustard-with-Horseradish wherever you formerly used ordinary mustard. See how much more zip it has! Inexpensive, too! Good food stores everywhere now carry this exciting new kind of mustard.



Glamour Legs by Mojud



Whether silk or nylon . . . every pair made with loving care . . . to bring you glamour, beauty, extra wear. Preferred by millions of women . . . Sold by over 6,000 stores, coast to coast. SILK, 79¢ to \$1.25. NYLON, \$1.35 & \$1.50



MOJUD the dependable HOSIERY

TRADE MARKS REGISTERED COPYRIGHT, 1940 MOCK, JUDSON, VOEHRINGER CO. OF N. Y., INC.





**GUINNESS and OYSTERS**  
are that way about each other!

W. A. TAYLOR & CO., N. Y. C.  
Sole Dist. for Guinness STOUT  
Imported from Dublin, Ireland

Copr., 1940, W. A. Taylor & Co. GU-238

**It's Easy to get perfect pictures every shot**



**FREE BOOKLET explains how**

There's no need for you ever to be disappointed with your still or movie pictures! This free booklet explains, in plain, understandable language, how you can get sharp, correctly exposed pictures every time you use your camera. It tells why you so often get poor pictures . . . and shows how you can avoid picture disappointments, due to incorrect exposure, simply by using the compact WESTON Exposure Meter. Every beginner or occasional photographer should have a copy. Send for yours today; or, have your dealer demonstrate the WESTON Meter. Weston Electrical Instrument Corporation, 630 Frelinghuysen Avenue, Newark, N. J.

**WESTON**  
Exposure Meters



**INSURE PERFECT PICTURES WITH YOUR CAMERA**

# LETTERS TO THE EDITORS

(continued)

Corporal Nicholls was killed in Flanders.

I am sending a newspaper clipping from the Salt Lake Tribune of Salt Lake City, Utah dated Sept. 8. It states that instead of being dead, Lance Corporal Nicholls is alive and well, a prisoner of war in Germany.

J. PRESTON LUKE  
Twin Falls, Idaho

● LIFE is glad to hear the good news.  
—ED.

## Reform by Spanking

Sirs:

I have a bone to pick with 19-year-old Anne Spriggler! Friday evening my Dad read her letter in LIFE (Sept. 9) about how her father spanked her, and said with a chuckle that there was "a lot of common sense in that." Saturday evening when I was saying goodnight to Mom and Dad before going out to a dance he said, "Back by one, Marie? Remember Anne's letter."

Well—I came home at two; can you guess the rest? I climbed upstairs with my usual clatter, got into my pajamas and was brushing out my hair when Dad came into my room—he took the hairbrush right out of my hand, said nothing, took me by the wrist and led me over to the bed where he sat down—and then he firmly put me across his knees and with my own hairbrush gave me a resounding, sound, sincere and effective spanking. I am a big girl of 20 years. And I don't remember ever having been spanked quite so hard—or at least having been so impressed by a spanking.

Darn Anne for writing, darn LIFE for publishing that letter. But I must admit Anne is right—spanking does do the spankee a world of good, for here's one girl who is going to reform for awhile—or get a pair of good thick flannel pajamas.

MARIE MCGOWAN  
Chevy Chase, Md.

● Judging from LIFE's correspondence, Marie was not the only young lady to receive such a direct application of Mr. Spriggler's paternal method.—ED.

## Ambulance Drivers Released

Sirs:

In your June 24 issue you wrote about American Volunteer Ambulance workers. Enclosed are the first pictures taken since the release of three of them from a German prison camp—Major




AMERICAN DRIVERS RELEASED


Albert W. Raymond and his companions, Louis Wehrle and Marcus Clark. Mr. Raymond, who is my father-in-law, was secretary and one of the organizers of the American Voluntary Ambulance Corps in Paris and he and Wehrle were captured on May 15 in the village of Moncornet in the French Ardennes while engaged in the evacuation of the civil population. Clark, who was a member of the Polish American Volunteer Ambulance Corps, was taken some time later and met the other two men in prison camp.

The men were released on Aug. 23 and arrived here in Zurich on the afternoon of the 24th.

E. M. SHELDON  
Zurich, Switzerland



# ... So I mind my P's and Q's and always buy PEQUOTS



**FATHER FIGHTS 'EM!** How that man thrashes around! Yanks his sheets—winds himself up like a cocoon. He used to growl about thin, flimsy sheets until his mother tipped me off to Pequots. No wonder he likes their grand, firm texture. I do myself. Pequots look so rich—and it's simply amazing the way they stay fresh-looking and smooth.




**THE TWINS TUG 'EM!** Our boys' sheets lead a hard life—I guess any Mother knows that. I don't know how sheets can hold out year after year with this kind of punishment, but Pequots do it! And they never get that fuzzy, cheap look. It keeps us busy replacing clothes for these young athletes of ours . . . thank goodness I've found sheets that can take it!



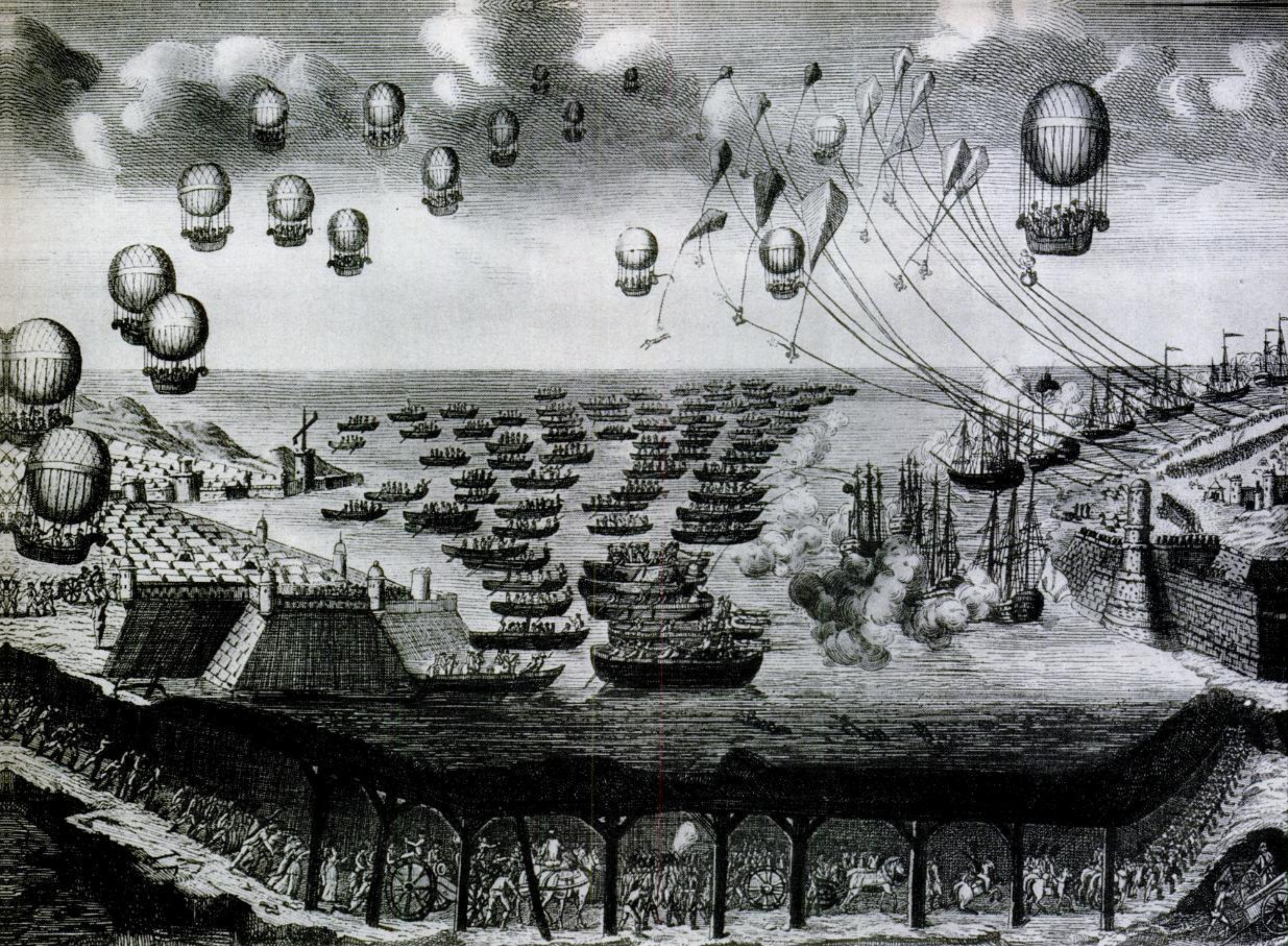

**MAMMY MAULS 'EM!** Our washings are big . . . sheets don't get any favors from Mammy. But Pequots don't ask favors. They seem to be woven so close and firm that they keep their crisp, firm "feel" and beautiful whiteness after countless washings. If you like nice sheets mind your P's and Q's . . . get Pequots!

# IT'S HARD TO WEAR OUT A PEQUOT



PEQUOT SHEETS AND PILLOW CASES  
PEQUOT MILLS SALEM, MASS.

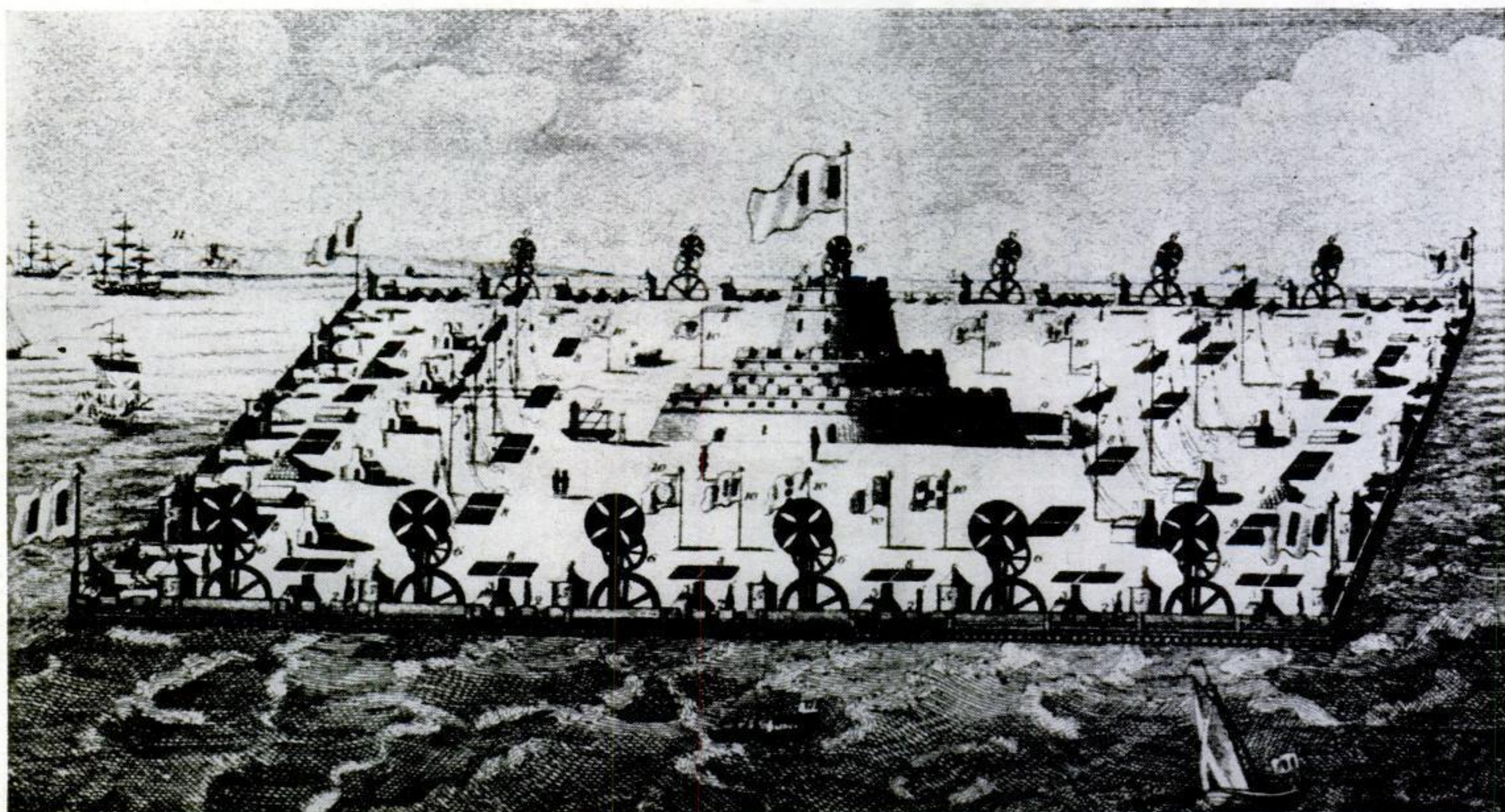




**Napoleon's "secret" strategy**, as fancied by a Frenchman in 1804, visualized an armada of barges distracting the

British fleet (*right*), while the main French forces crossed under the Channel through a secret tunnel. French shock

troops, transported by balloon, would be engaged by English sharpshooters suspended from a kite "barrage" (*right*).



**This giant raft**, although never built, was a French design submitted to Bonaparte for use as a troop transport in

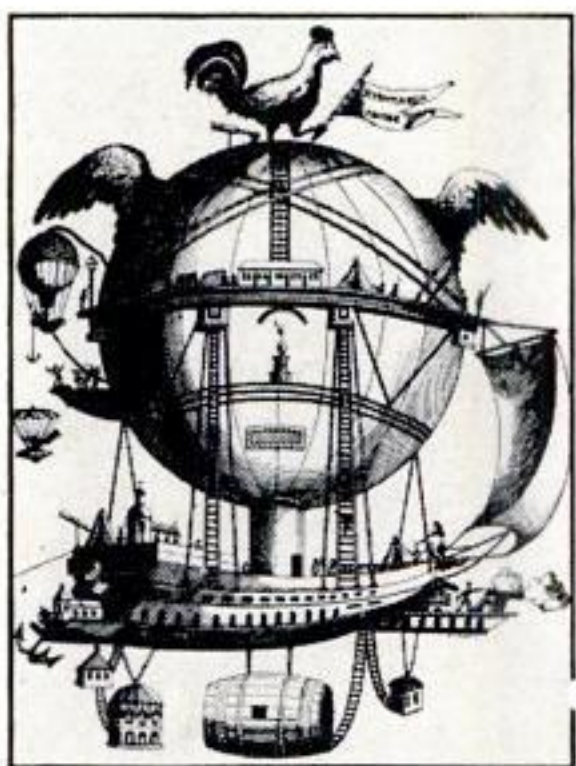
his planned invasion of Britain. It was to have been 700 yd. long and 350 yd. wide, with a massive gun turret in

the center. It was to have been propelled by water wheels connected to circular windmills on two sides of the raft.



# SPEAKING OF PICTURES...

## ...NAPOLEON ALSO TRIED AN INVASION OF ENGLAND



"FLYING FORTRESS" IN 1803

Although Britain has not been successfully invaded since 1066, the island lay closer to this dread last week than at any time since Napoleon's still-born attempts from 1799 to 1805 which are examined here.

Like Hitler, Napoleon collected some 132,000 men and 1,500 boats at Dunkerque, at Cherbourg, at Boulogne (right). Like Hitler, he tried to unnerve the waiting British with threats (right, top) and fearsome pictures of new "secret weapons" (opposite page). One of these, never built, was a balloon designed to carry a regiment of troops and a township of houses (inset).

So confident was Napoleon that he minted Victory Medals in Paris with the inscription "Struck in London." "If I can only be master of the sea for six hours," he is supposed to have said, "England will cease to exist." Time and again Napoleon's forces practiced landings. Twice parts of the Army actually embarked for England. But the invasion never came off because the British Navy kept most of Napoleon's boats glued to their quays. Last week descendants of these Britons seemed to be applying the same sort of mucilage to Adolf Hitler's armada.

On the home front the British tightened their morale by lampooning "Little Boney." His imaginary entrance into London ("Bonapartopolis") was burlesqued in a series of fanciful news bulletins which read: "The Hero, the Pacificator, is coming among you. . . Lord Nelson, Messrs. Addington, Pitt, Sheridan, and twenty Peers and Commons, sentenced to be shot. Sentence immediately carried out in Hyde Park." "The puny little soldierman" was also contemptuously referred to as "this little frog who is trying to be as big as a bull. He swells and swells, but the little French froggie will end by bursting."

Invasion fever reached its crest late in 1805. From Boulogne, Napoleon ordered Admiral Villeneuve, blockaded in Cádiz by a British squadron, to "sail away" for England. When Villeneuve ventured forth three months later, Nelson captured 60% of his fleet off Cape Trafalgar on Oct. 21. Thereafter Napoleon never got another chance to risk invasion of Britain by sea.

### TO THE WOMEN OF ENGLAND.

At a time when every Man who is a Briton acknowledges the blessing by getting forward to offer his person and personal services in its defence, are the Women of England to remain (if we cannot) passive spectators of its progress? Can they sit by and see their countrymen, who are the mainstay of the nation, exposed to the dangers of the sea, without doing all in their power to support them? Can they sit by and see their countrymen, who are the mainstay of the nation, exposed to the dangers of the sea, without doing all in their power to support them? Can they sit by and see their countrymen, who are the mainstay of the nation, exposed to the dangers of the sea, without doing all in their power to support them?

Printed for JOHN GINGER, No. 169, Piccadilly; . . .  
Where all the Patriotic Papers may be had. Sent.

This broadsheet rallied women of England to lay their jewels "at the feet of their country."

### JOHN BULL

TURNED INTO  
A GALLEY SLAVE;  
Or, the Corfican Bonaparte,  
(The Grand Subjugator's)

NEW PLAN FOR RAISING AN ARMY OF  
BRITISH VOLUNTEERS,

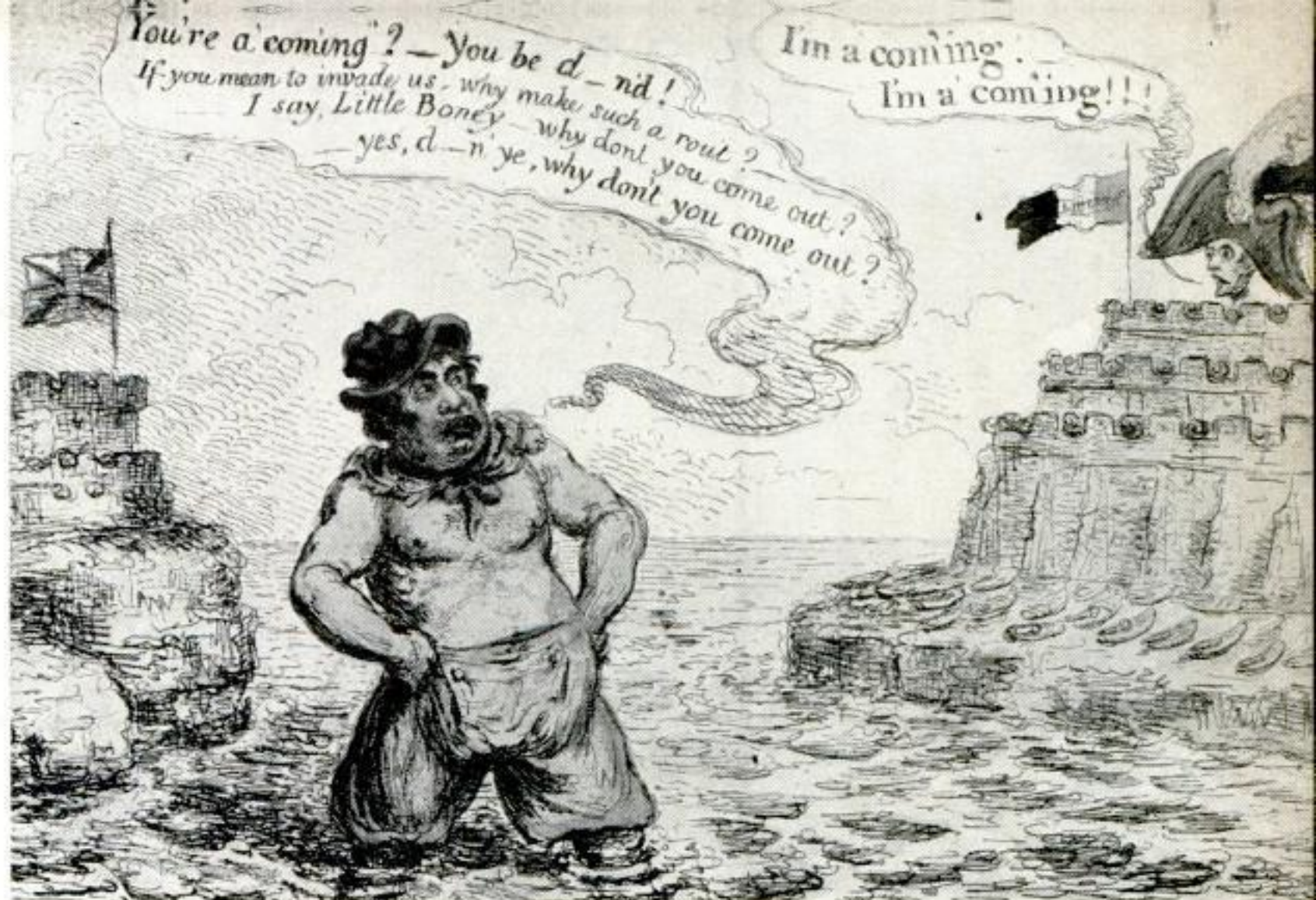
By which he Means first to give Liberty to Poland, and then  
Conquer Prussia, Austria, and Russia.

Being the Sequel to an Address to the Mechanic, Artificer, &c.

In addition to what I have already said, one more circumstance has occurred to me, and though I do not think it necessary to repeat it, I will mention it here. It is this, that the British Nation, in its present state of mind, is perfectly capable of supporting a war of the most desperate kind, and of enduring the most severe privations, and of making the most heroic sacrifices, for the sake of Liberty and Justice. I have no doubt, that if the British Nation were to be called upon to do so, they would do so with alacrity and without hesitation. I have no doubt, that if the British Nation were to be called upon to do so, they would do so with alacrity and without hesitation.

Printed for JOHN GINGER, No. 169, Piccadilly.  
PUBLISHED BY JOHN GINGER, No. 169, Piccadilly.

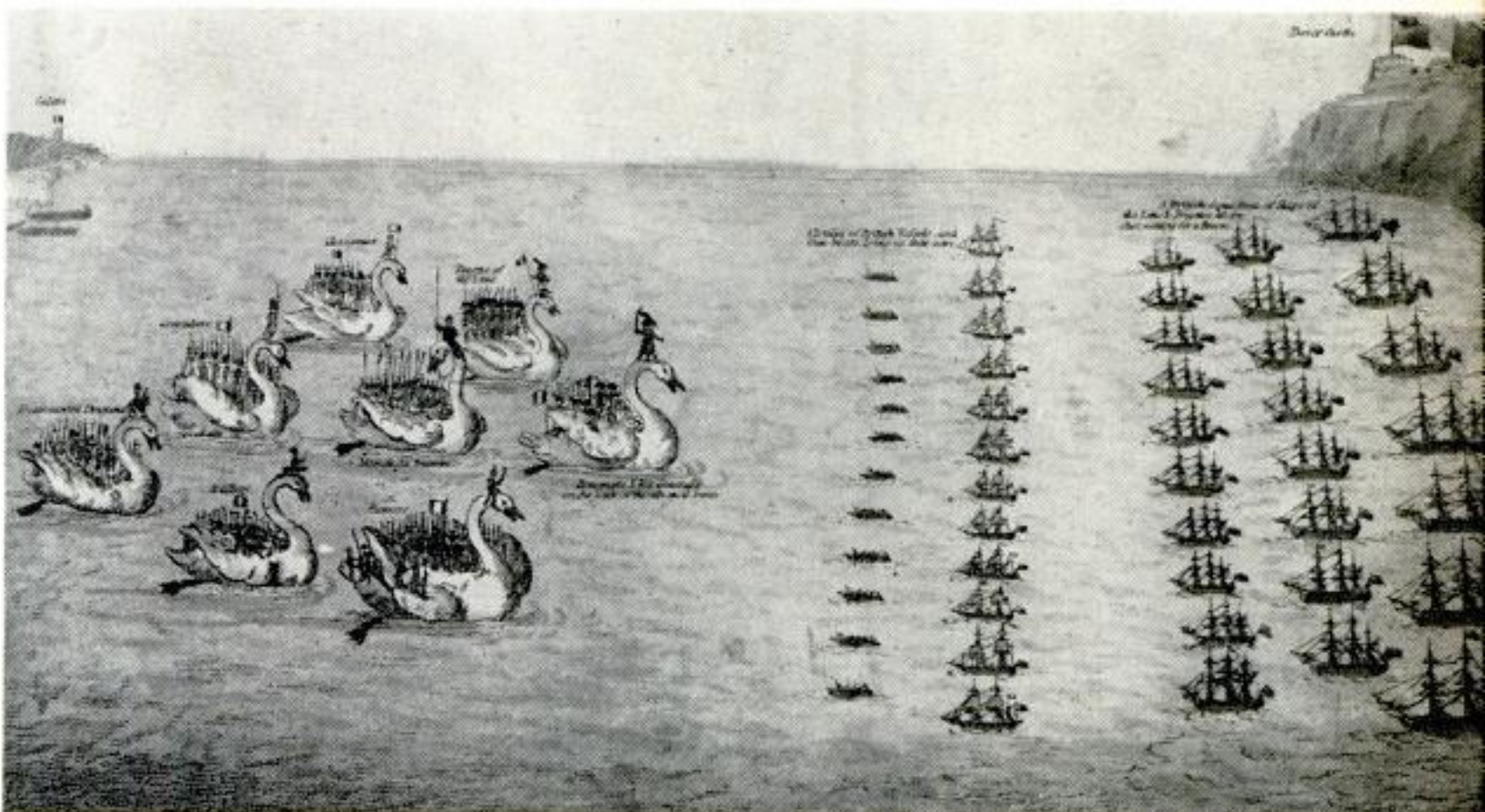
Another appeal by John Ginger, a public-minded citizen, was printed to rouse men of Britain.



When John Bull twitted "Little Boney" in this cartoon for not living up to his continual threats to cross the English Channel, Napoleon answered "I'm a coming" in much the same way that Hitler on Sept. 4 warned the British to "keep your shirts on. I'm coming all right."



On the beach at Boulogne in 1804 Napoleon, mounted on a white charger, inspected part of the invasion fleet that he was building. He had ordered or built 29 lighters, 300 sloops, 475 gunboats, 536 pinnaces and 27 skiffs. Signposts near Boulogne read "This Way to London."



Huge troop-carrying swans were suggested for Napoleon's use by one sarcastic English cartoonist when Bonaparte's invasion kept failing to materialize (above). In a more serious vein, the British erected fortifications like these along the Kent and Sussex coasts (below).





Thousands cheered Miss Hayes in the Broadway smash hit, "Mary of Scotland." Now you can thrill to Miss Hayes' magnificent acting on the air!

EVERY SUNDAY NIGHT HEAR

*Helen Hayes*

IN THE PLAYS SHE LOVES THE BEST

GREAT NEWS for millions!

Thanks to Lipton's Tea, Helen Hayes, first lady of the American Theatre, is back on the air again!

Each Sunday night beginning Sunday, September 29th, you'll hear her over the Columbia Network. And what a show she brings you! Not just plays, but the plays she loves the best—plays she herself selects to show her art at its very peak—plays she will throw herself into, as only Miss Hayes can.

This series is something you can't afford to miss. It's a real event in the dramatic history of the air. Don't miss it, for Helen Hayes is the world's greatest living actress!

**HELEN HAYES THEATRE  
EVERY SUNDAY NIGHT—  
COLUMBIA NETWORK**

8:00 P.M.—Eastern Standard Time    8:30 P.M.—Mountain Time  
9:30 P.M.—Central Standard Time    7:30 P.M.—Pacific Time

*Beginning Sunday, September 29th*



In "A Farewell to Arms," Helen Hayes took Hollywood by storm! She may recreate this role for radio, as well as "Arrowsmith" and "The Sin of Madelon Claudet." Don't fail to hear her!



"Victoria Regina"—Helen Hayes' greatest Broadway role. One of the many famous characterizations Miss Hayes is thinking of reviving on this Sunday radio show.



Join Miss Hayes each Sunday night. She's personally selecting this series of plays to give you the most varied, brilliant entertainment ever presented on the air!



# SPEAKING OF PICTURES

(continued)



Freedom of speech would cease if Napoleon defeated England, according to this British view. "Thinking Clubs," like one above, would wear "Constitutional muzzles."



In House of Commons, under the French, M. P.'s would be shaved and chained (left), Speaker would be gagged with a drumstick (center), mace would be smashed (right).



In House of Lords, French soldiers would vandalize tapestries and set up a guillotine on the throne (center), according to the predictions of this British Cassandra.



Fate of the common people would be forced labor in garlic fields under whip-lashing French. Farm rules stated that at 5 a. m. hogs and English slaves were to be fed.

# Buxton's Lock Tab "3-Way"

(MADE WITHOUT STITCHES, OF COURSE)

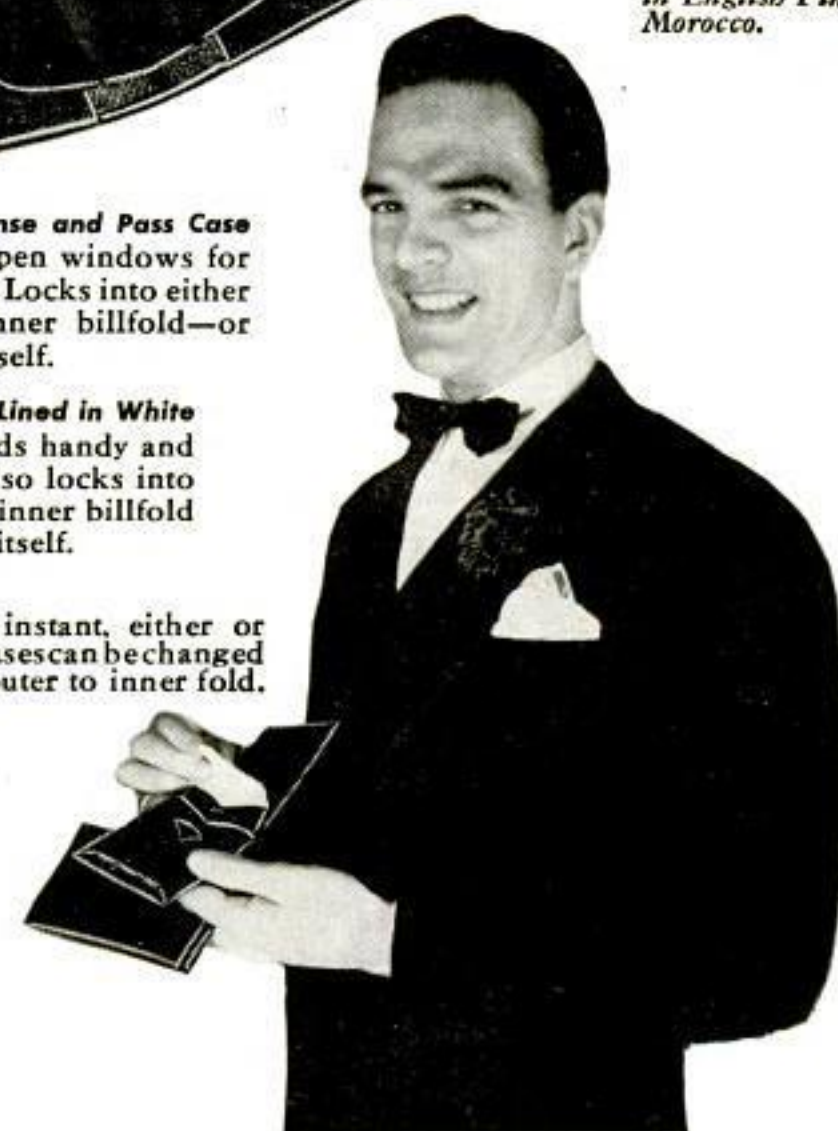
—here's the sensational new Billfold which guarantees longer wear and more all-round USE than any Billfold ever made



Double License and Pass Case with two open windows for credentials. Locks into either outer or inner billfold—or useful by itself.

New Card Case Lined in White keeps your cards handy and really clean. Also locks into either outer or inner billfold—or useful by itself.

In an instant, either or both cases can be changed from outer to inner fold.



Here's How The "3-Way" Works...

Everyday Use—three full-length compartments to "file" different-sized currency, checks, papers, etc. Hence, no needless "thumbing around."



Travel—one simple motion locks the center partition open side in—a secret "hideaway" to keep important money locked out of sight.

For Evening—just unlock and lift out the center partition and presto—there's a correctly thin billfold—absolutely complete.



Now Buxton offers two additional features to make the "3-Way" even more adaptable:

It will meet every requirement you ever wanted your billfold to meet—this new, patented Lock Tab "3-Way." For in addition to all the regular "3-Way" features, shown in panel at left, Buxton now adds two cases indispensable for daily use.

One case is white-leather lined to keep your cards clean. The other has two open windows for identification card, auto license, passes, etc. And both cases can be locked into either inner or outer fold.

Beyond a shadow of doubt, this new Lock Tab "3-Way" is the most useful, most orderly, most durable billfold ever made.

Send for this helpful gift-buying guide... suggests gifts for every occasion—every type person... tells about leather, too. For FREE copy, write Buxton, Inc., 4065 Orleans Street, Springfield, Mass. N. Y. Offices: 47 W. 34th St.

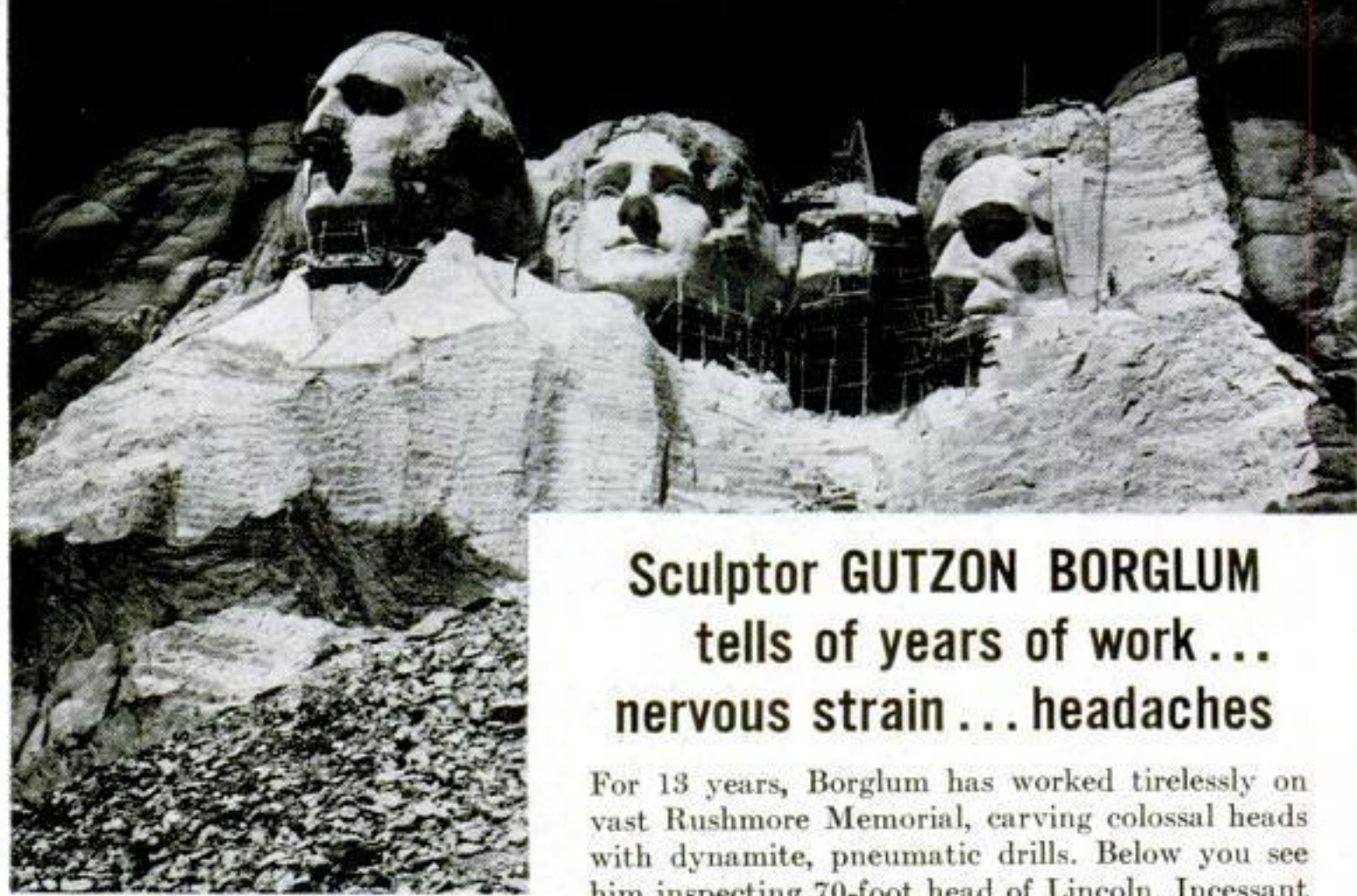


# Buxton

BILLFOLDS  
KEY-TAINERS  
POCKET CASES

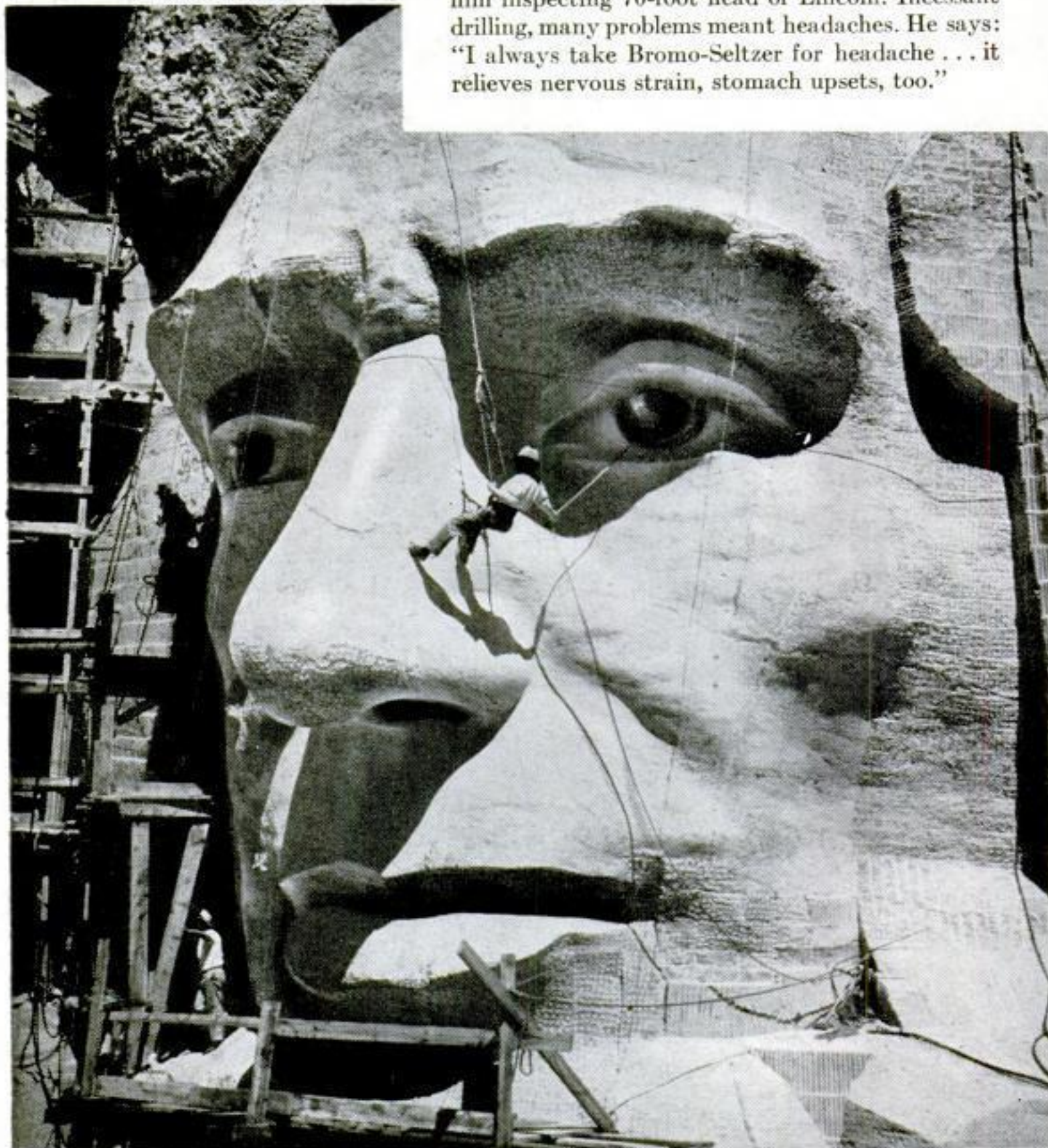


## A GREAT MEMORIAL NEARS COMPLETION



### Sculptor GUTZON BORGLUM tells of years of work... nervous strain... headaches

For 13 years, Borglum has worked tirelessly on vast Rushmore Memorial, carving colossal heads with dynamite, pneumatic drills. Below you see him inspecting 70-foot head of Lincoln. Incessant drilling, many problems meant headaches. He says: "I always take Bromo-Seltzer for headache... it relieves nervous strain, stomach upsets, too."



### Why BROMO-SELTZER does more for you than a simple pain reliever can... helps head, stomach, nerves



Headache is usually a symptom of some upset in your system. If you get headaches often... or if they hang on... see your doctor. But fortunately, most headaches are simple ones. They may be NERVOUS or DIGESTIVE. For these Bromo-Seltzer does more than simple pain relievers can:

1. RELIEVES PAIN—works quickly to ease the "ache"
2. STEADIES NERVES—relaxes the tension
3. SETTLES UPSET STOMACH—relieves nausea

For over 50 years, millions have relied on Bromo-Seltzer. Take it according to directions on the label. Buy it at any drugstore or soda fountain. Always keep it handy at home, too.

Liked more because it  
does more for headache

## BROMO-SELTZER

## FROM LIFE'S CORRESPONDENTS

### One Year of War in Britain

London

On Sept. 3, 1939, Britain's sunny beaches were crowded with holiday makers escaping from the new crisis over Poland. At Brighton and Torquay they sang *Little Sir Echo* and *I Like Nice Cuppa Tea in the Mornin'*; in London people queued up to see Bette Davis die in *Dark Victory* and danced romantically to *Deep Purple*. Many were sick with "crisis stomachs," but all dug trenches and filled sandbags. They took notice of air-raid shelter signs newly pasted on buildings and wrapped magazines around lampshades for makeshift blackout. They kept veterinarians working all Sabbath putting to sleep dogs and cats they feared would be bombed. A million parents spent their first Sunday without children.

A Mr. Donald Murray appealed to caricaturists and humorists not to label dachshunds as being symbolic of Germany. Lord Beaverbrook's son, the Hon. Max Aitken, and Cynthia Monteith honeymooned on the south coast. The King gave Lord Halifax permission to walk through Buckingham Palace gardens on his way to the Foreign Office. In preparation for the St. Leger, Lord Rosebery's colt, Blue Peter, had his usual early morning workout at Newmarket Heath. The Society for the Protection of Ancient Buildings and Monuments announced it had saved several windmills.

Most of the 20,000,000 adults in the country were loyal to Prime Minister Neville Chamberlain whom they considered a kind of family political doctor and who certainly looked the part. They were certain of victory in about three years and began to think quietly but not too seriously of family adjustments and what they might do to help in the war effort. They were mildly pleased over Churchill's appointment as First Lord of the Admiralty, more because he had called Hitler a lot of names than because of his qualities of leadership. They were far more bored than excited about the whole business of war. All they wanted was to live and let live; they hated to have to exert themselves. Most of all they didn't want anything in Britain to change.

In the last twelve months while the German armies conquered most of Europe, England dozed, froze, thawed, warmed up and then boiled over. Meanwhile marriages jumped by 17%. Divorces fell 50%. Over 97% of the evacuated schoolchildren increased their rate of growth, some having gained an average of 3 lb. monthly. The war-industry boom added one pound weekly to the incomes of 40% of the nation's workers and unemployment fell half a million. Cost of living rose 33%. Railroads whitewashed nearly 4,000 miles of station platforms and converted 7 miles of carriages and freight cars into civilian-casualty trains. The number of private cars in use declined by half a million, gasoline consumption by 25%. Bicycle sales rose 150%. More than 2,000,000 acres of unused land were plowed. The King and Queen made 1,100 visits to factories, airdromes,

(continued on p. 14)

Stir Gently Together the  
words "RENAULT"  
and  
"VERMOUTH"



RENAULT American Vermouth, 15% alcohol by volume, will make a better, smoother cocktail. For it is a blend of liqueur wines to which imported herbs are wedded by a European expert. Less costly than imports—try RENAULT in your next cocktail, buy it for your new supply.

AMERICAN CHAMPAGNES, SPARKLING  
WINES, STILL WINES, VERMOUTHS

L. N. RENAULT & SONS  
INC.

EGG HARBOR CITY, N. J.  
Continuously since 1870



"Sa-a-ay!  
That's What I Call A Tie!"

Yes, Bonnie Poplins sure are humdingers... in every way! They have the kind of colorings and patterns you always hope to find... but seldom do. A silk and wool poplin that's soft... knots obediently. Says "No" to wrinkles. And you just can't seem to wear them out. Stripes, plaids and plain colors.

\$1.

At Your Favorite Store or write  
HUT NECKWEAR CO.  
1 East 33rd St., New York

Bonnie Poplin  
THE AMERICAN LOOMED TIE

A Tie-Master Tie



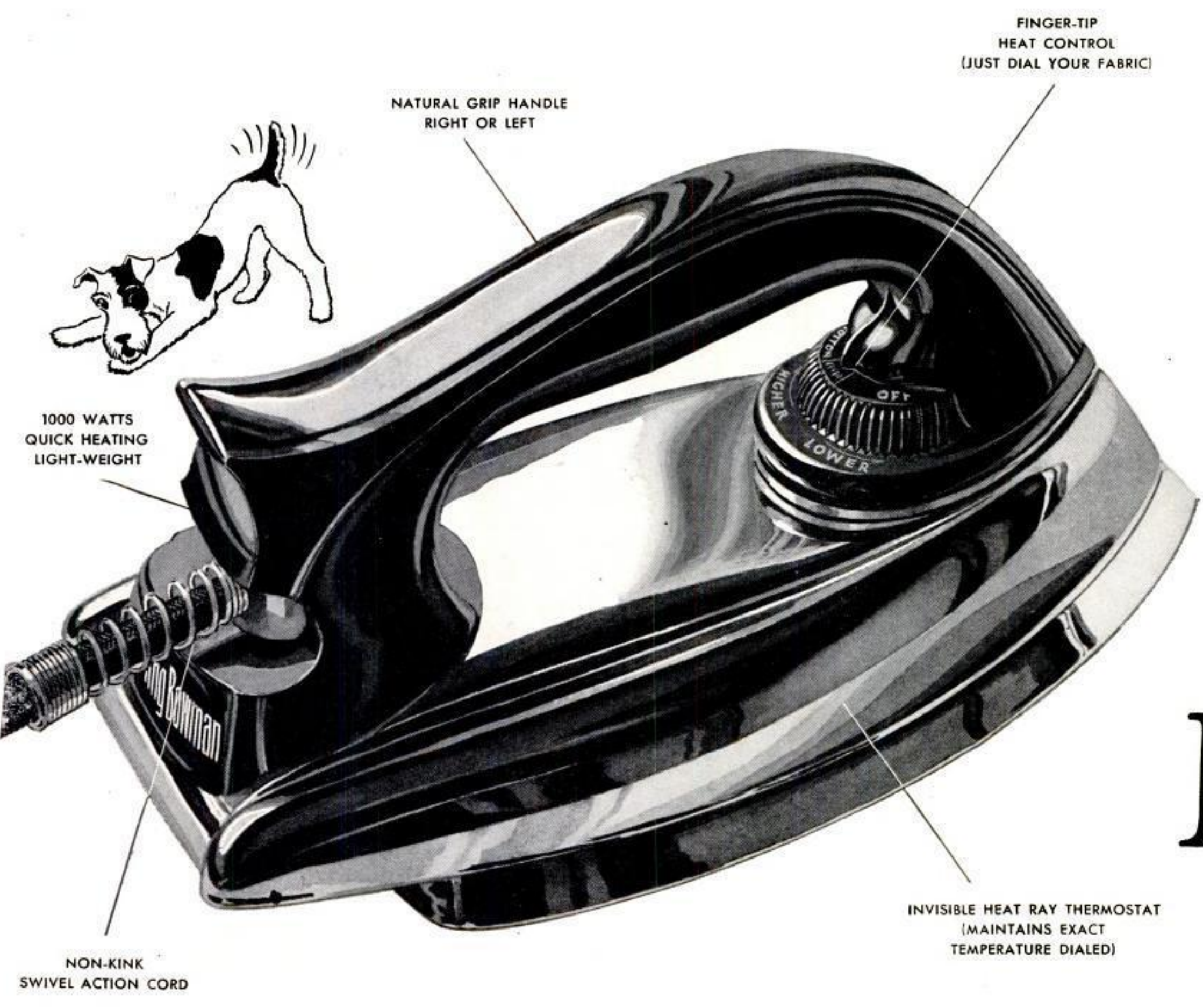
GREEK ART



**MOTHER:** Look, Doris! That's just the way my nasty old iron cord coils itself around everything.

**DORIS:** Mother, I saw exactly what you need. An IRON-THAT-WAGS-ITS-TAIL. Let's stop by the store and I'll show you.

# The-IRON-THAT-WAGS-ITS-TAIL!



**DORIS:** See, Mother! Any way the iron goes, the cord wags right along behind it... can't possibly get in your way. And look at this heat-control right at your finger-tip... it keeps the heat just right for any fabric.

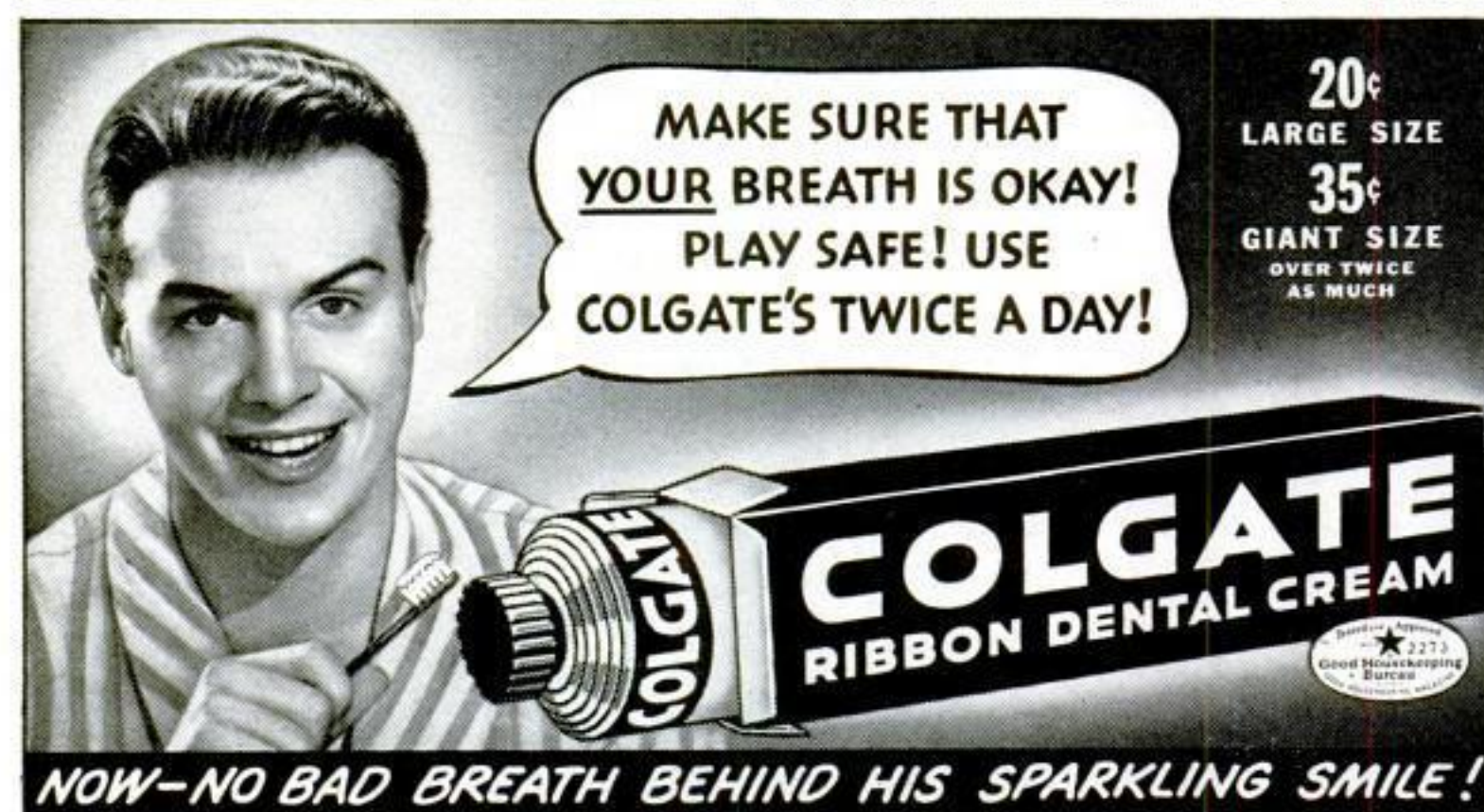
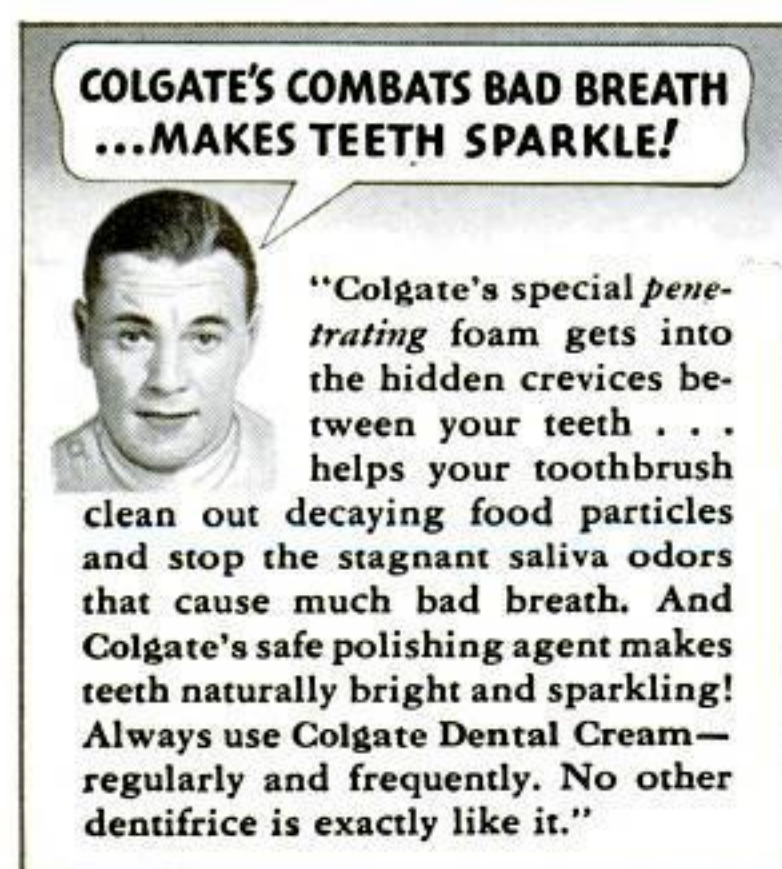
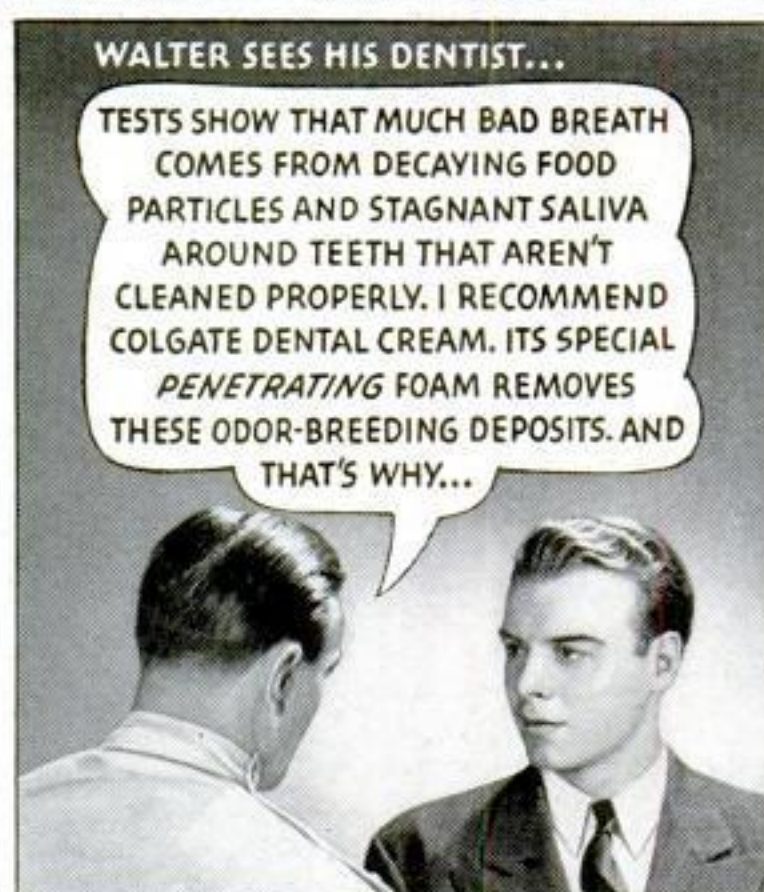
**MOTHER:** All you needed to tell me was that Manning-Bowman made it. Anything of theirs is outstanding.

See The-IRON-THAT-WAGS-ITS-TAIL in better stores ...\$9.95. Other Manning-Bowman Irons, from \$2.95. Also see the Smokeless Table Broiler, \$9.95...and the Twin-O-Matic Waffle Baker, \$16. For booklets, write Manning, Bowman & Co., Meriden, Connecticut.

# Manning B. MEANS BEST Bowman



# SALLY SPILLS THE BEANS!



## FROM LIFE'S CORRESPONDENTS (continued)

naval yards, barracks, etc. Over 350,000 garment workers were switched from making suits and dresses to uniforms, haversacks and tents. One out of every three British women bought a pair of trousers, four out of every five a pair of low-heeled shoes.

The year also brought other changes, far more significant but more difficult to define. When the people saw that the Allied campaign in Norway would fail, they got mad and demanded a new Government. When Chamberlain moved out of No. 10 Downing Street, an era in Britain's history came to an end. The men and women of Britain had decided that their fate should no longer be determined by politicians who reckoned everything in terms of pounds, shillings and pence and who judged their fellowmen by the ties they wore and the accents they spoke. Clothes, styles, good manners, breeding, wealth and the king's English no longer meant so much. The British preferred to listen to such a man as Ernest Bevin who dropped his G's and H's rather than to elegant-voiced Anthony Eden. Author J. B. Priestley told his radio audiences about Air Force pilots who, now fighting together to save themselves and their country, swore they'd never return to competitive business life. People became more friendly to strangers. Nice girls began to accept dates with men in uniform they had never seen before.

On Sept. 3, 1940, with the war one year old, Londoners remarked that it would be "Rather fitting, what?" if the day's air raids started just after 11 a. m. as they had a year before following Chamberlain's sad speech. Inside Buckingham Palace where the King was holding Investiture, a girl, who had come to watch her brother get a medal, said: "I should think they'd like to celebrate today by dropping a bomb on the Palace." But the day's first sirens were half-an-hour early for commemorative purposes and no bombs hit the Palace. Among those present at the Investiture was the Hon. Max Aitken who was awarded the Distinguished Flying Cross.

The sun again baked Britain's beaches but barbed wire and block-houses had taken the place of frolicking holiday crowds. In London the longest queues on record stood to see Spencer Tracy in *Northwest Passage* and 3,000 music lovers overflowed Queen's Hall. Cyril William Percy Clark, 30, of Dartford was charged with murdering his wife in an air-raid shelter. Sir Neville Henderson's nephew in the King's African Rifles was awarded the military cross for the heroic defense of Moyale.

Epicures moaned because last winter's cold and depth charges had destroyed the Whitstable oyster beds. Hop pickers in Kent scrambled into trenches during air raids. Lord Halifax wrote a letter to the *Times* supporting foreign missions. Neville Chamberlain was little more than a name: he was in bed, a very sick man. Winston Churchill was the hero of the hour and his cigar was the symbol of strength.

WALTER GRAEBNER

# A BACARDI COCKTAIL MUST\* BE MADE WITH BACARDI RUM

\*Ruling of the N. Y. Supreme Court, April 28, 1936.



**This is the OFFICIAL Recipe ... in RHYME!**

**A LITTLE SOUR,** (Juice of half a lime)  
**A LITTLE SWEET,** (½ teaspoonful of sugar)  
**THE TROPIC SUN,** (A jigger of BACARDI RUM) (White or Silver Label)  
**WITHOUT THE HEAT!** (Ice and shake well)

When grenadine is used instead of sugar, it's a Bacardi Grenadine Cocktail, and it comes out pink!

Use BACARDI White Label, from Cuba, world's finest rum . . . or BACARDI Silver Label, Puerto Rico's finest, at a popular price.

For other mixed drinks—the Highball, Collins, Old-Fashioned, Cuba Libre, etc.—use BACARDI Gold Label, from Cuba, world's finest rum . . . or BACARDI Amber Label, Puerto Rico's finest, at a popular price.

**THERE'S A DIFFERENCE, WORTH KNOWING!**

RUM 89 PROOF—Schenley Import Corp., N. Y. Copr. 1940



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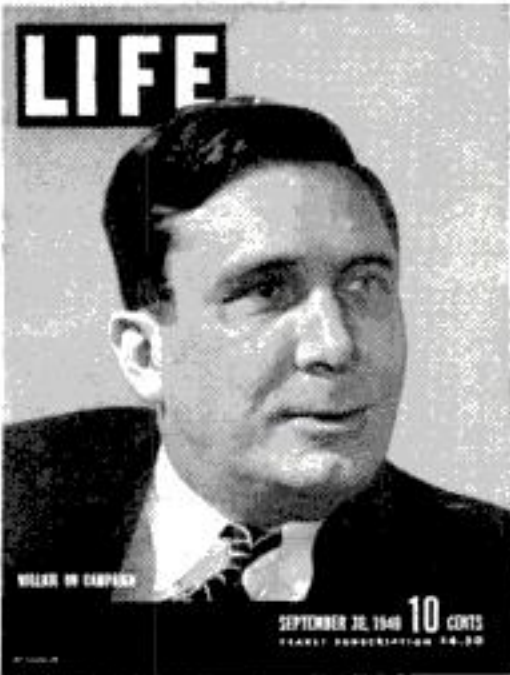
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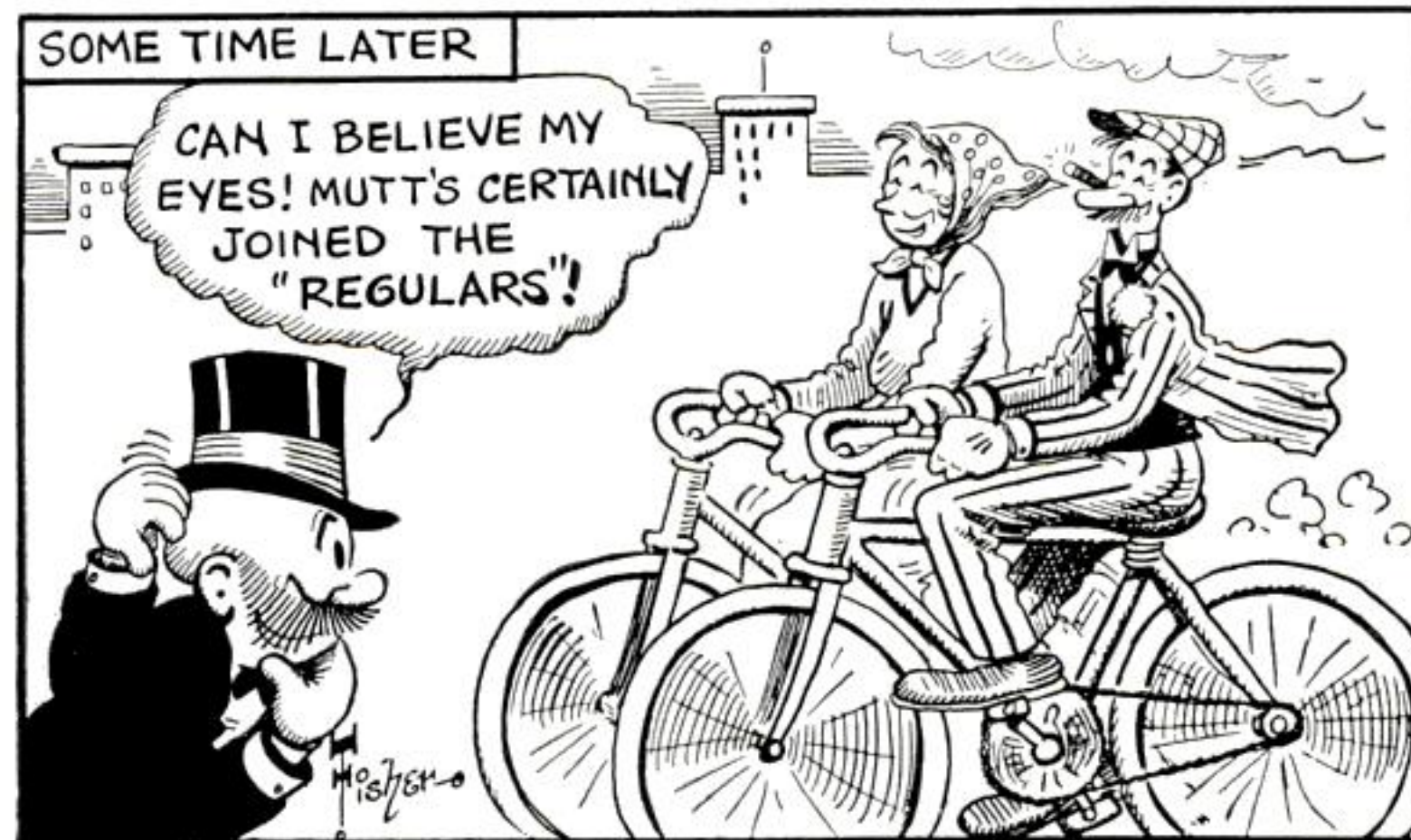
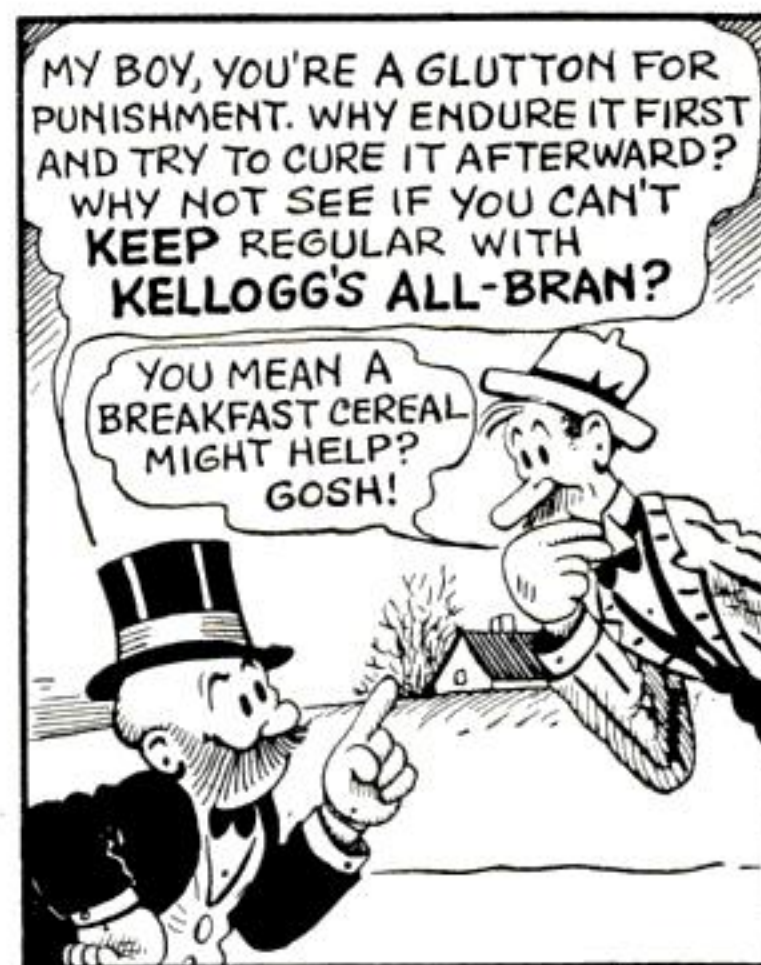
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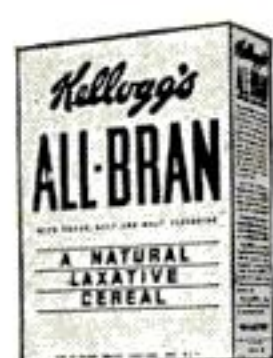
**LIFE'S COVER.** No man's face was studied by more curious eyes last week than that of Wendell Willkie. No man's name was mentioned more often in the nation's press. Every day from Sept. 13 on, he appeared before thousands on railroad sidings, in city streets, in sports arenas, in Illinois, Iowa, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona and California. His words were appraised by hundreds of commentators and critics, his gestures recorded by hundreds of cameras. For a report on Wendell Willkie's words and some of his campaign doings, turn to page 75.

## MUTT AND JEFF

—by Bud Fisher



IS THERE a better way to correct constipation than just bearing it first and trying to cure it afterward? There is, if it's the common kind that's due to lack of the right kind of "bulk" in the diet. The better way is to get at the cause and prevent the trouble—with that crisp crunchy breakfast cereal, KELLOGG'S ALL-BRAN. Eat it every day and drink plenty of water. Made by Kellogg's in Battle Creek.



Copyright, 1940, by Kellogg Company

**Join the "Regulars" with  
KELLOGG'S ALL-BRAN**



# "If you knew Spinach as I know Spinach...!"



**1. Aunt Til** always had a grudge against spinach. I think it was because she was raised in the city and never tasted spinach that was *really* fresh. I don't mean city-fresh, the kind you get at the corner store. I'm talking about *just-picked* freshness . . . crisp, green, crinkly-freshness!



**2. So, one day** I asked her to dinner and served some of that grand Birds Eye *Quick-Frozen* Spinach . . . fixed nice and tempting with sliced hard-boiled eggs and oodles of butter! It looked so heavenly-fresh, it didn't take much coaxing to get Aunt Til to try it!



**3. Once she did,** I could see her grudge start melting away right in front of my eyes! "Glory, child!" she murmured wonderingly. "This *is* good! Seems as if it jumped spang out of the garden!" I smiled and said, "Well, Auntie, it practically did!"



**4. "It's Birds Eye Spinach!"** I explained, "and that means it *always* has that just-out-of-the-garden flavor! You see, it's specially grown, and Birds Eye *Quick-Freezes* it only 4 hours after picking . . . long before freshness, flavor and vitamins can sneak out!"

**5. "Besides,"** I went on, "they wash every pound in 20 gallons of spring water, rinsing out the tiniest speck of grit. They throw away waste leaves! *It's all ready to cook!* No picking over, cutting, and scrubbing for me to do. That saves me 30 *minutes'* kitchen work!"



**6. "Sakes Alive!"** Aunt Til cried. "Must cost a fortune!" I expected that. "Gracious, no!" I said. "You'd need 2½ lbs. of untrimmed spinach to get what's in one box of *waste-free* Birds Eye! So it is inexpensive . . . like all Birds Eye Foods!" Aunt Til beamed. "If all you say is *so*," she said, "I'd best use Birds Eye right along, before I find out what *else* I don't know about foods!"



**7. Where can you buy these marvelous foods?** . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it can bring you the food thrill of your life. Remember, Birds Eye represents only the *top* quality in *Quick-Frozen* Foods. Therefore, be *sure* you look for the Birds Eye in the window, and the Birds Eye on the package.



## Try These Other Wonderful Foods Today!

Luscious Raspberries  
Green Beans—French Style  
Tender Scallops  
Plump Broilers  
Swordfish Steaks

**Tonight's Dinner Tip:**  
Sweet, ocean-flavored Haddock Fillets . . . tender, young Broccoli! For dessert, a Strawberry Shortcake!

There are more than 50 other Bird's Eye Foods . . . all cleaned, trimmed, ready to cook or serve. Get a box today!

**FARM-FRESH FOODS—IN PACKAGES**

For more information on these wonderful foods, write  
Frosted Foods Sales Corp., 250 Park Ave., New York, N.Y.

Copyright, 1940, General Foods Corp.







UNDER SIGNATURES OF SPEAKER AND SENATE PRESIDENT PRO TEM, THE PRESIDENT SIGNS THE BILL: "APPROVED SEPT. 16, 1940. FRANKLIN D. ROOSEVELT. 3:08 P.M. E.S.T."

## AMERICA ANSWERS HITLER WITH DRAFT ACT PUTTING ITS MANPOWER INTO ARMY

On Sept. 16 in the afternoon, Franklin Delano Roosevelt sat at his desk in the White House. Before him was a copy of the Burke-Wadsworth Selective Service bill, already signed by the House of Representatives' new Speaker, Sam Rayburn, and the Senate's President pro tem, Key Pittman. In his quick-flowing handwriting, the President signed his approval of the bill (*above*) and the soft sound of his pen on the paper signalled a radical change that Americans were willingly making in the peaceful order of their lives.

The Selective Service act was America's answer to Hitlerism. Billions for defense were worthless with-

out millions in trained manpower behind them. All American males who have passed their 21st birthday and not yet reached their 36th must register Oct. 16 for service in the U. S. armed forces. Some 16,500,000 men thus become liable for a year's military duty. All registered men will be given serial numbers. Each number will be put in a capsule, dumped in a glass bowl in Washington and at some determined day will be pulled out one by one. The 900,000 who hold the first numbers drawn, unless exempted by local examining boards, will be called up for service with the colors in the first U. S. peacetime conscript army.





NATIONAL GUARDSMEN OF THE 24TH COAST ARTILLERY REGIMENT, AMONG THE FIRST CALLED FOR ARMY DUTY, STAND AT ATTENTION IN THEIR NEW YORK ARMORY. SOME ARE

## NATIONAL GUARDSMEN ARE ALREADY BEING CALLED UP

Even before the President signed the conscription bill, the martial movement of America was already under way. Morning of the day the bill was approved, 60,000 members of the National Guard were called up for a year's service with the Army. America got a first taste of what conscription would mean when thousands of men left their homes and

jobs, reported at their armories, were read the Articles of War, received their orders. After the first day, most of them were sent home again for the night. But all that week trainloads and truckloads of Guardsmen were moving into Army camps.

The 60,000 who reported in the first call include four divisions. On Oct. 15 another 37,000 will be





IN UNIFORM, SOME IN ARMY FATIGUE CLOTHES, SOME STILL IN CIVVIES

called, then others at intervals until, by the first of the year, 130,000 Guardsmen will be under arms. During this same period, the Army plans to call up 400,000 conscripts. The first new soldiers will train at camps all over the country, most of them in the South. National Guard regiments will be kept intact though they will be filled up with recruits and conscripted men. When their year's service is over, National Guard officers will be given the chance of taking commissions in the regular Army without loss of rank.

## THE DRAFT IN 1917-18



**Drawing draft numbers** during last war was a ceremony. President Wilson, before drawing number from glass bowl, is blindfolded by cloth, which covered a chair used at signing of Declaration of Independence. Same bowl will be used for today's draft.



**Off to war** went the 1917-18 draft army, with music and tears as they left their homes, flaunting funny signs as they piled into the railroad trains. These are men of New York's 77th Division on the way to Camp Upton, at Yaphank, Long Island.

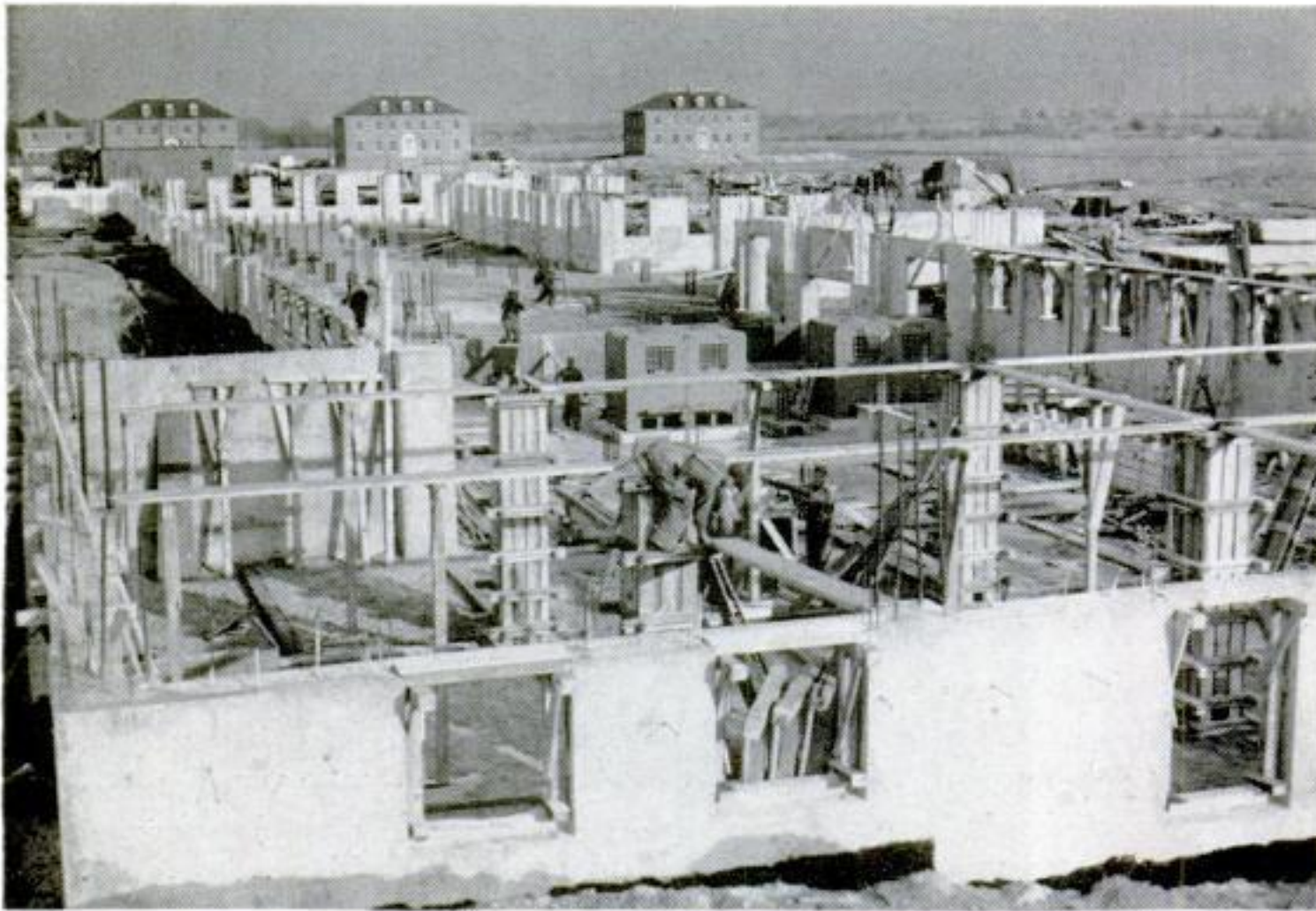


**At camp**, the men still wore an odd assortment of clothes and hats when they lined up for their first drill. Behind them stood the two-story wooden barracks which were to be their home. In front lay the rubble left in the hasty construction work.

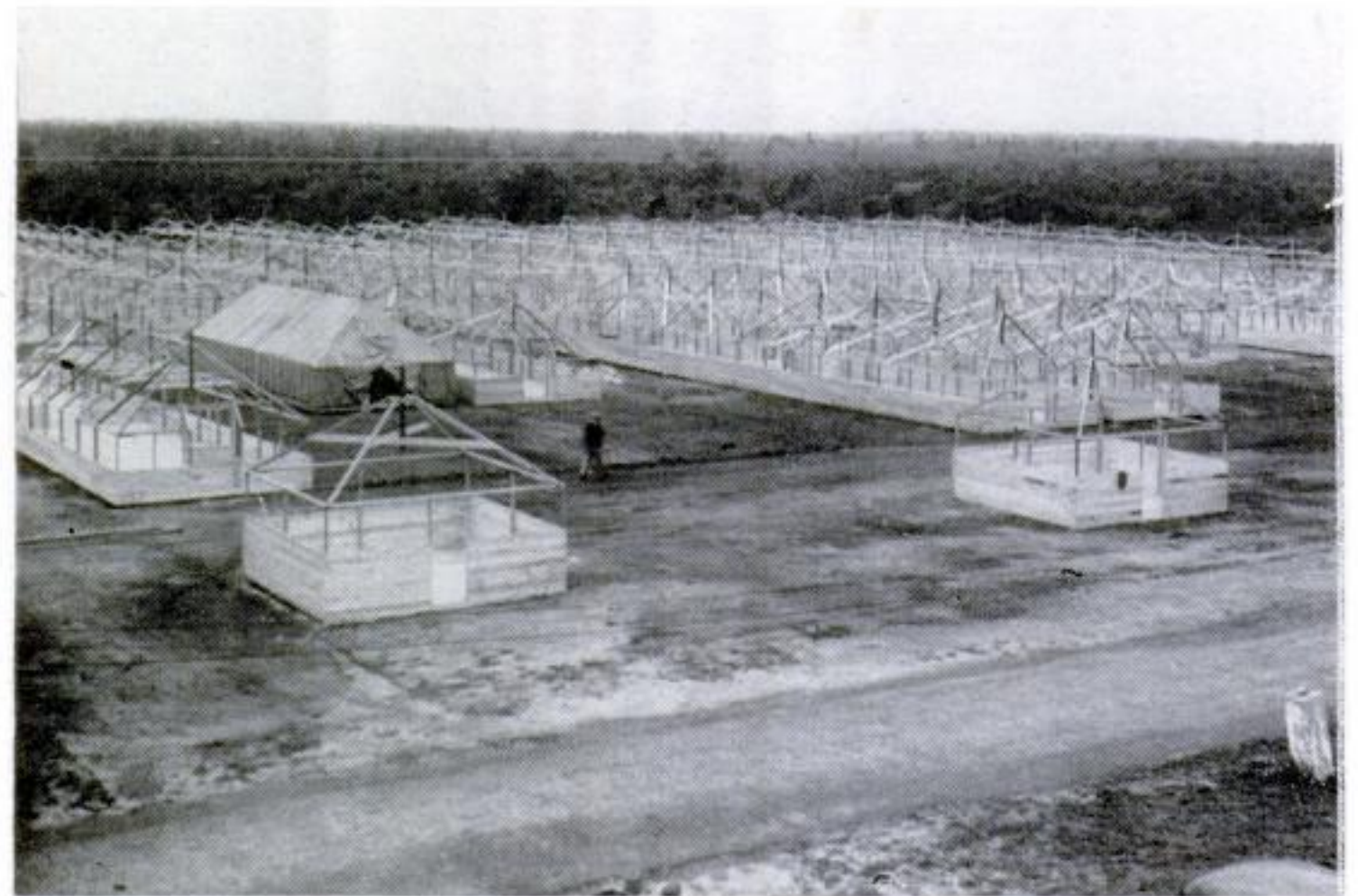


**The draft dodgers** were rounded up by the simple method of accosting males in the street, making them produce registration cards. Those who couldn't show a card were herded into armories, held until they proved they were not avoiding conscription.





At Fort Dix, N. J. the famous World War Army post is being almost entirely rebuilt. Here barracks going up will house a full division. Army is building new barracks at 30 other posts.



At Camp Upton, near Yaphank, Long Island, tent frames are being put up in long rows to lodge National Guardsmen called to service. This was great World War training cantonment.



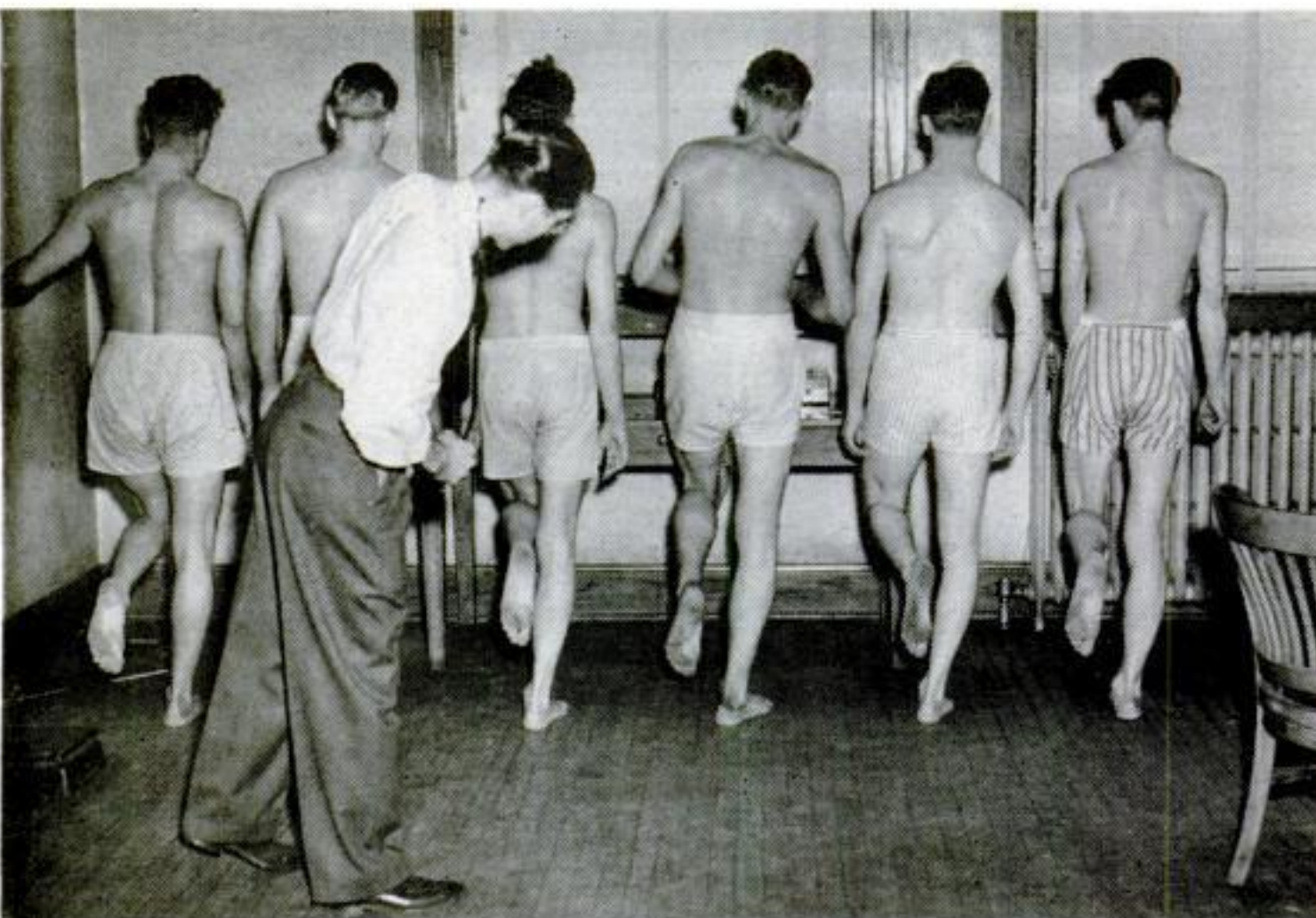
The brand-new rookie, just accepted by the Army, walks into his quarters with arms piled high with Army clothes—two uniforms, one fatigue suit of dungarees for wear at dirty work.

## CONSCRIPTS WILL LEAD HARD, HEALTHY LIFE WHILE LEARNING TO BE SOLDIERS

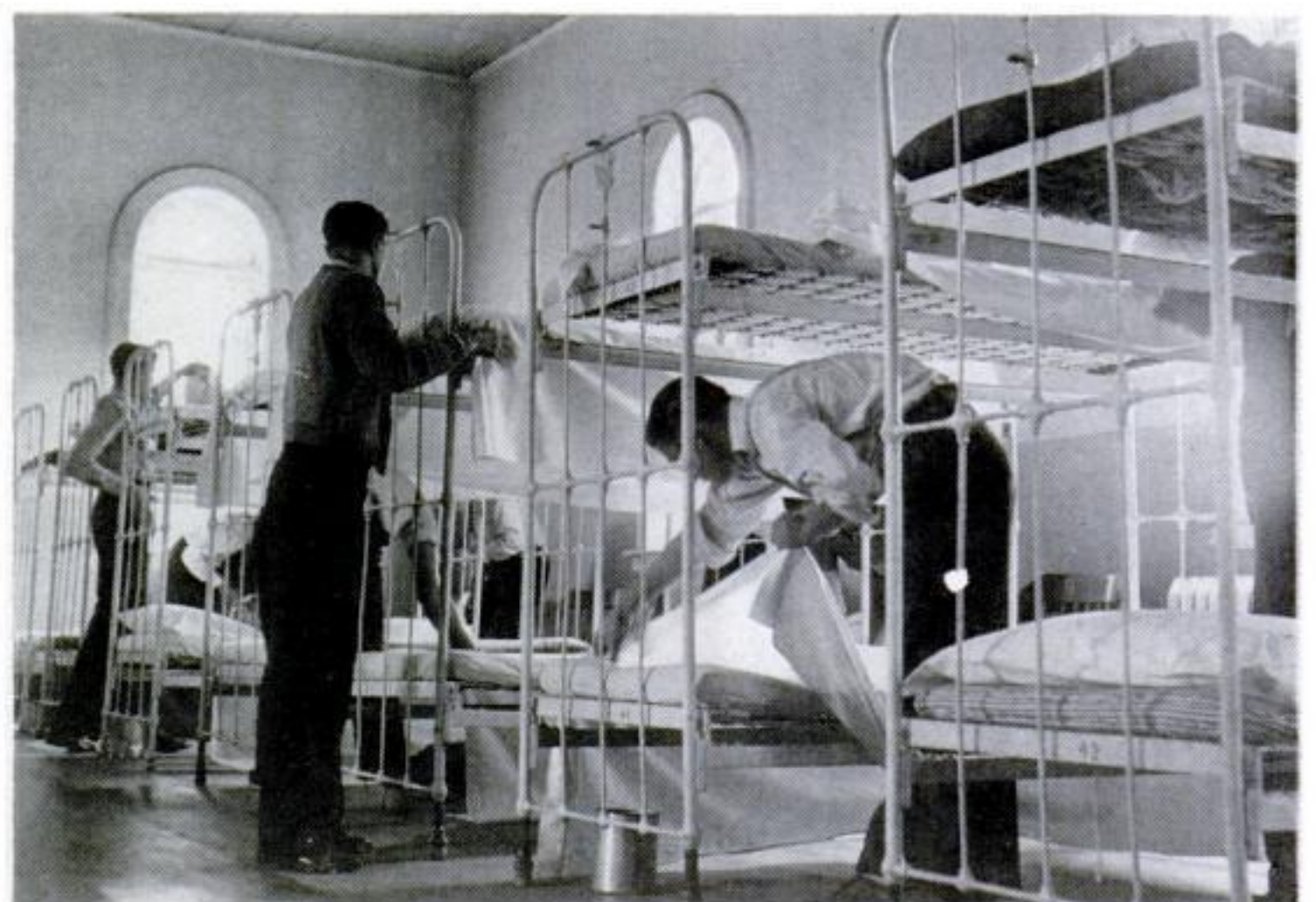
The shape of things to come for hundreds of thousands of Americans is shown here. These boys are enlisted volunteers but what they do when they join the Army is just what all conscript newcomers to the Army will soon be doing. When they pass their physical tests, the new soldiers will put on Army clothes and for a whole year forego the wearing of "civvies." They will sleep in barracks or in tents, get up early, make their own beds, work outdoors most of the day, play vigorous games—like leapfrog shown on opposite page—to make them fit, and rough games, full of physical contact, to make them tough. They will find that learning to be soldiers is hard, healthy work.

By law, the Army will not be allowed to have more than 900,000 conscripts in its ranks at any one time. Many of those drafted will be exempt—if they have families to support, if their jobs are essential, if their health is poor. During the 1917-18 war, a third of those exempted from Army service were rejected because of health. Twenty-one percent had bad eyes, 8.5% had bad teeth, 7.5% had hernias, 5.9% bad ears, 5.9% bad hearts and 4.5% were mentally deficient.

So far, Army examining doctors have reported that the health of the 1940 American male is pretty good. In New York, less than 5% of those called for National Guard service and less than 10% of those who volunteered for enlistment were turned down because they were not up to the Army's physical requirements. Standards for the National Guard and the regular Army are higher than those for conscripted men who can, if need be, be taken into the service even if they are blind in one eye, deaf in one ear, have flat feet, ingrowing toenails, web fingers or web toes.



The medical test is a complete physical examination. Prospective soldiers above are lifting their soles so the doctor can see if they have flat feet. None of these recruits is flat-footed.



In the barracks, the rookie learns right off how to make his own bed, neatly, tightly and quickly. Except in tents, the rookie will sleep in these good-sized, two-tiered spring beds.







# LIFE ON THE NEWSFRONTS OF THE WORLD

## Roosevelt wins an LL.D.; the House acquires a new Speaker; Japan gets tough in French Indo-China

News center of the U. S. last week was Wendell Willkie's twelve-car train, starting and stopping, zigzagging westward across the continent from the Great Lakes to the Pacific (see pp. 75-85). Congress was quiescent. At week's end Franklin D. Roosevelt



WILLKIE TRAIN

tripped north to Philadelphia to accept an LL. D. from the University of Pennsylvania at its bicentennial celebration. City crowds cheered him enthusiastically on the streets. In Convention Hall, where three months ago Willkie won the Republican nomination, the atmosphere was a trifle cooler. Many a Willkie button shone in

view. To his academic audience, Dr. Roosevelt, a master of gauging the precise and proper thing to say, delivered a dignified address that was non-political in tone, adroitly political in effect. He paid his respects to Benjamin Franklin of Philadelphia and spanked Alexander Hamilton for his aristocratic philosophy of government. Then, by deft indirection, he let his listeners know exactly what he thought of Businessman Willkie's claims to office: "Even today in certain quarters," he said, "there are . . . demands for a return of government to the control of those few who, because of business ability or economic omniscience . . . are supposed to be just a touch above the average of our citizens. . . . As in the days of Hamilton, we of our own generation ought to give them all credit for pure intention and high ideals. Nevertheless, their type of political thinking could easily lead to government by selfish seekers for power and riches and glory."



STIMSON

War Henry L. Stimson announced that the U. S. had concluded deals with Latin American nations for establishment of air and naval bases to guard the Canal. In Washington it was learned also that new diplomatic conversations with Great Britain were under way, this time concerning U. S. use of bases in Australia, South Africa, Singapore and New Zealand.

Secretary of the Navy Knox, returning from an inspection tour of Pacific naval defenses, declared unequivocally that America's was the most efficient and best-manned in the world. In New York, William S. Knudsen, production chief of the Defense Advisory Commission, predicted that the U. S. can have 33,000 planes of all types by April 1942. "Don't let us get an inferiority complex and beat our chests or tear our hair," he urged. But realization of the nation's defense program, he added, is at least a full year away.

**Friendless.** The helpless Asiatic empire of defeated France seemed last week quite capable of plunging the Pacific into still another war. French Indo-China looked so desirable to Japan that it began issuing ul-

timatums to the French commanders of 20,000 white soldiers and 100,000 native troops, who lack planes. French Foreign Minister Baudouin announced France could not resist alone. The U. S. maintained an ominous silence, having already declared its disap-



BAUDOUIN

approval of any change in the Far East. At week's end Japan backed down slightly, resumed negotiations "in a favorable atmosphere." What it wanted was the use of French Indo-China as a base to attack China on the flank. In this crisis of the white man in Asia, Britain turned almost friendly toward France, allowed six French

warships out of the Mediterranean and was rumored to have allowed French seaplanes to get away from Singapore. Otherwise France was friendless. It was going through the bitter business of bringing up for trial its ex-head men, of whom ex-Premiers Daladier, Reynaud and Blum were last week reported confined in the Château de Chazeron near Châtel-Guyon.

**Death of a Speaker.** Legislative Washington spent the week burying one Speaker of the House and swearing in another. Speaker William B. Bankhead, who died suddenly at the age of 66, was honored with a state funeral in the House Chamber. Thereafter an official party accompanied the Speaker's widow, elder brother Senator John H. Bankhead II and actress daughter Tallulah, aboard the train that took him back to his native Jasper, Ala. for burial. At its head went Franklin Roosevelt.

Like his predecessors, Speakers Rainey and Byrns, William Bankhead fell victim to the heavy demands of one of the nation's most important offices. Even the principal voice of the opposition, the New York *Herald Tribune*, was moved to comment kindly on "an able parliamentarian and friendly Southern gentleman." General Johnson called him "courteous, considerate, brave, loyal, gentle and kind," and remarked that as Speaker he was noted for "leaning over backward to be fair to the opposition minority."

As his successor Congress chose another Southerner, Samuel Rayburn of Texas, majority leader whom Democrats suspect may rule with a stronger hand than any other Speaker of the New Deal.



RAYBURN



BANKHEAD SERVICES IN HOUSE

### PICTURE OF THE WEEK



STRONG

A political master stroke for England's Royal House was its luck in having Buckingham Palace bombed three times. On Sept. 10, after a delayed-action bomb had wrecked the swimming pool and broken the windows of the North Wing, Prime Minister (called P. M.) Winston Churchill had lunch with the King and Queen at the palace and posed with Their Majesties for the picture on the opposite page. These three together somehow symbolized Britain's stubborn resistance to repeated German assaults.

Last week's prospect of a German charge across the narrow seas on England made the suicidal Charge of the Light Brigade seem safe and cautious in comparison. For such an overseas invasion, the indispensable preparation was to have been the destruction of the Royal Air Force, the smashing of railways and roads, the wrecking of every port that the Royal Navy could use for counterattack. The German Air Force had promised to finish this job, first by Aug. 15, then by Sept. 1. Last week it had hardly been begun and Germans blamed the failure on "the weather." A likelier reason was the British planes and guns that on Sept. 15 got a record bag of 185 German planes. Nevertheless, British leaders spoke of "the battle that is yet to come," sent bombers to smash the Nazi fleets of small and large boats waiting along the French coast for the charge.

Most authoritative comment was that of U. S. Brigadier General George Strong, assistant Chief of Staff of the War Plans Division, coming home from London with a U. S. military mission last week to report on the bombing of England. Said he: "If the bombings were continued for a year at the same rate as the last ten days, the result probably would be serious. I should say, from my observations, that the Royal Air Force is better off now in matériel and trained personnel than ever before in the past."

Underneath the bombers and the complex military equations was being waged in England another war, "the poor man's war." His problem was to survive with cordite bursting in his parlor. Day and night for 15 terrible days the vast civilian mass of London had been under fire. Sometimes they spent most of the 24 hours in air-raid shelters. The total of the dead was given as 3,500, of wounded as 10,000. Some 5,000 buildings out of London's 1,000,000 had been destroyed or badly damaged. Mothers tried to change diapers and warm milk bottles underground in damp shelters. Every organization that could manage it had set up canteens serving tea, sandwiches and soup. When a meat-factory refrigeration plant was bombed, the manager dumped five tons of meat about to spoil into a giant caldron, added vegetables and served stew far and wide. Unlike the Low Countries, Poland and France, London was not on the run, probably because it still had faith in its defenses but also because it had simple stubborn guts.

The revolutionary fact was that the people of England, divided by peace and prosperity, were being welded into one friendly, willing, hard-working, fighting whole. "You're a great King!" shouted a man at George VI inspecting some wreckage. The King instantly shouted back, "You're a great people!"





King, Queen and P. M.



# THE BOMBING OF LONDON: FIRES TURN THE CITY INTO "ONE VAST GLOWING WOUND"



HEROIC LONDON FIREMEN FIGHT BLAZE IN INDUSTRIAL EAST END AT DAWN SEPT. 8. INCENDIARY BOMBS, MADE OF ALUMINUM AND IRON OXIDE BURN AT 4000° F.



# AND LIFE'S CORRESPONDENTS REPORT ON A PERSONAL ENCOUNTER WITH A NAZI PLANE



EAST END FIRES LIGHT LUFFING CRANES AND TOWER BRIDGE. BIG DOCKS ARE BEYOND



FIRES OF SEPT. 7 MAKE SHELLS OF DOCK BUILDINGS AND WAREHOUSES ON THAMES



THERMITE, WHICH SET THIS FIRE, WAS DISCOVERED BY GERMAN JEWISH SCIENTIST

## A BAD BOMBING IN BLOOMSBURY

by WALTER GRAEBNER & ALLAN MICHIE

Walter Graebner and Allan Michie, LIFE and TIME's London correspondents, occupy a house together in the Bloomsbury section. Here is their joint account of the bombing they went through on the night of Sept. 18. Told in dialog form to preserve the proper time sequence of the narrative, the article recites experiences which are now almost universal in the life of London—ED.

**GRAEBNER:** "At 7:45 p.m. I left the *Daily Express* morgue where I'd been gathering material on Churchill. My taxi whizzed me home through the darkened streets because the driver wanted to be out of Central London before the sirens wailed. We live in a charming 17th Century brownstone house in a quiet London square. The house was occupied by the Charles Laughtons until the war started. I was just eating dinner, cooked on an electric fireplace since our gas supply had gone, when the raid started. The drone of German planes, clatter of anti-aircraft muck, the whistle and thud of bombs grew so loud that I decided it was time to drift down to the basement where we had improvised a shelter in a wine cellar."

**MICHIE:** "I had dropped into a newsreel theater in the late afternoon and decided to eat dinner in the West End instead of going home. I was just dawdling over an omelette and half bottle of sauterne when the waiter announced the nightly Mona (London's name for the raid warning; the all clear is Clara). By the time I finished dinner and started homeward, the air was thick with muck and ack-ack [anti-aircraft] flashes were so bright I could almost read my paper. It's almost impossible to get taxis during raids so I didn't waste time trying, but hurried in the direction of our house in a half-walk, half-run, popping into doorways for a second whenever the stuff burst overhead. Londoners call this mode of travel 'door-hopping!'"

"Just as I reached our square the sky on my right suddenly lit up in a bright red glow. Then came a terrific explosion. I was smack in the open without a sheltering doorway to pop into so I just stood still. Nothing fell around me so I raced for our house. Inside I found Graebner in the shelter and the housekeeper on the point of going out to meet her husband. As soon as there came a lull in ack-ack fire, I raced upstairs to change into old clothes for shelter sleeping and she followed to telephone her husband."

**GRAEBNER:** "I had just propped myself against the pillows atop the mattress in the basement shelter and was listening to 9 o'clock news on the radio in my lap, when there came a deafening crash which made me think that my world had come to an end. I could hear debris falling all over the place, but mainly above me, and an instant later the ceiling of the basement started cracking and bits of plaster cascaded to the floor. I was sure the whole house was coming down and would be on top of me before I could escape. I was absolutely certain that Michie and the housekeeper were either dead or seriously injured."

"For a few seconds I was too stunned to move. Then I remembered I'd better clap on my steel helmet, but I was so jittery I couldn't find it for a minute. I suddenly discovered I had had it in my hand all the time. Before going upstairs I decided to check on the two basement exits. If the upper part of the house was a shambles or aflame, I wanted to be sure I could get out from the cellar. The front basement door was still intact but it was locked and I had no key. I rushed through to the back door but when I opened it clouds of dust and the burnt smell of exploded bombs burst in and almost suffocated me. I slammed the door and raced upstairs, thinking that the worst had happened. I wrenched open the door to the main floor passage and shouted: 'Allan . . . Helen.' The male and female 'We're all right' that answered me were the three sweetest words I've ever heard."

**MICHIE:** "I had changed into old trousers, wool shirt and leather jacket and was standing in the fourth-floor bathroom when, without the usual bomb-swishing sound of warning, there came a terrific explosion in the square at the front of the house. I stood transfixed as the whole house swayed crazily. My brain kept shouting to get downstairs before the next one dropped but for some reason I persisted in going through the mechanical motions of flushing the toilet, buttoning my trousers and putting out the bathroom light before I finally ran down to the third floor. I grabbed my typewriter and paper from the hall table and remem-

CONTINUED ON NEXT PAGE



# BOMBING OF LONDON: BY DAY AND NIGHT DEATH FROM THE AIR STALKS ITS STREETS

## Bloomsbury bombing (continued)

ber hearing the housekeeper cry over the phone to her husband: 'Something's happening to our house. I've got to go.' Before she could hang up the receiver the second explosion came. The blast blew in the hall window and blackout paper wrapped itself around me as I was blown rump over teakettle into the kitchen, falling over Graebner's cocker spaniel Bepi. The housekeeper was blown into the dining room as the huge window in the living room came tumbling down and the electric fireplace was flung across into the bookcase on the other side of the room. I scrambled to my feet, rushed into the dining room and dragged the housekeeper back into the kitchen where she lay flat on the floor for safety. I thought we were finished. Planks, bricks and glass, blown into the air by the explosion, came tumbling down on the house through the windows and roof and clouds of smoke and bomb fumes rolled into the rooms. After what seemed eternity, the crashing stopped and we heard Graebner's voice through the darkness."

**GRAEBNER:** "We decided to go outside and see what had happened. Our massive front door stood wide open, its hinges sprung and the steel frame of the Yale lock had been blown clean off the door jam. We stepped onto the porch and across the steps saw a twisted mass of wreckage. We played our flashlights on it and then all chorused: 'It's a plane!' Sure enough, it was a hunk of a Junkers bomber about the size of a coffin. It looked like the wreck of an auto after being hit by a locomotive. A woman screamed from somewhere in the garden in the middle of the square and Michie dashed across the street to help her, while the housekeeper and I ducked inside our doorway to dodge shrapnel that was raining down."

**MICHIE:** "I managed to stumble across into the garden where I found a dazed woman unable to find her way to the public shelter in the square's middle. She sobbed that she'd just escaped from the corner house three doors away from us into which the German plane had crashed. One of its bombs had fallen to the ground and exploded as the plane sailed across the square. Another had gone off when the plane fell into the house. I must have been somewhat dazed myself for instead of leading her to the public shelter, I guided her across the street toward her demolished house. By this time her house and the one next door and several across the street were blazing fiercely. I realized what I was doing just in time and turned about and started for the public shelter. At the garden gate I found two other women huddling in blankets over their nightgowns and led all three down the path to the shelter entrance. Then I ran for the house. When I saw the plane wreckage on the steps, I determined that we had to have a souvenir for the evening's ordeal, so Graebner and I carefully carried Göring's little gift into our hall."

**GRAEBNER:** "After a few minutes we reassembled in the cellar. We quickly agreed that the combined danger of more bombs being dropped around the flaming target, unexploded time bombs in the plane wreckage and the possibility that our own house might go up in flames made it imperative to leave at once. We didn't stop to collect any belongings and Michie and I reluctantly agreed that we'd best leave my dog. But our housekeeper begged us to take him, so we made a last dash upstairs for him. We had gone only a few feet into the street when we saw it was so full of splintered glass and debris that Bepi had to be carried."

**MICHIE:** "We stumbled along the streets in the direction of the railroad station where we hoped to find a taxi. By the light of the fires we could see groups of people running from their basement shelters to the undamaged public shelter in the square. Others stood hopelessly in their doorways, not knowing whether to risk running through the streets or stay in their threatened homes. Halfway to the station another bright red glow suddenly lit up the street around the corner from us. I knew what was coming from experience. Just as the explosion came we threw ourselves into the doorway of a concrete building. The bomb made a direct hit on a building two doors away but fortunately around the corner so the blast didn't touch us. We hurried on and in front of the station found a solitary cab, the driver of which was willing to risk a run to the Dorchester Hotel. We could have kissed him."

**GRAEBNER:** "The hotel lobby was thick with socialites and diplomats, with great and near-great Londoners who eyed us as if we were refugees from a concentration camp. As we sat at the bar drinking, my hand went into my pocket in a sort of post-hypnotic gesture and pulled out a teacup. I don't remember taking it from the house but I must have unconsciously stuck it into my pocket before leaving the shelter. LIFE's Photographer Bill Vandivert and his wife were also at the hotel, having been evacuated from their flat because of delayed-action bombs in the neighborhood. They helped us celebrate our escape."



A LONDON FIRE-TOWER GOES INTO ACTION OVER A MASTERPIECE OF A BOMBED BUS



THE SAME BUS FROM FRONT SHOWS HOVIS SIGN (BRAND OF BREAD)



**AND GIVES ITS FINE HOMES AND POOR SLUMS THE LOOK OF WARSAW AND ROTTERDAM**



**RUBBLE AND WINDOWS WITHOUT PANES MARK THIS STREET IN LONDON'S FINANCIAL DISTRICT LEADING DOWN TO SHORE OF THAMES. NOTICE BURNING GAS MAIN (LEFT)**





MRS. A. PATRICK MURPHY



MRS. E. E. STEWART

## BIRMINGHAM WOMEN ENACT FOUNDATIONS OF DEMOCRACY IN CITY'S DEFENSE DAY

**B**irmingham, Ala. celebrated National Defense Day on Sept. 17 and there were few in that smoky Southern city that day who did not turn out to cheer for Preparedness. The city's business leaders, the Junior Chamber of Commerce, the American Legion, the Veterans of Foreign Wars—all these and many others marched in or looked at an hour-long parade and pageant that wound through downtown Birmingham.

Some of the guests expected at Defense Day were not present. They went instead to the funeral of Speaker William Bankhead at nearby Jasper. But though the loss of Alabama's son somewhat subdued the celebration, the spirit of Defense Day was energetically patriotic.

Right in the spirit were the members of the International Association of Machinists, Ladies Auxiliary 260, Iron City Lodge No. 271 and Fidelity Lodge No. 7, whose float was generally considered the most astounding of the occasion. On it stood four machinists' wives representing with grim fidelity the four foundations of American democracy: Education, Justice, Liberty and Progress.

The background for Defense Day was patriotic but there was also evident the desire of Southern businessmen to boost their region as a place to locate defense factories. Same day the people of Birmingham were proclaiming Preparedness, a conference of Southern Governors held at Dauphin Island, Ala., complained to the National Defense Advisory Board that the armaments industry was not being sufficiently decentralized, urged greater decentralization, which would bring more arms factories to Dixie.



The martial spirit in the parade was introduced by the 22nd Infantry which came with band, armored trucks, guns. Official reviewing stand was on marquee of Hotel Tutwiler.





MRS. FRANK L. PRINCE



MRS. R. P. FITZPATRICK



**Best-looking float** was adorned by Miss Bootsie Biddle who was Miss Preparedness. The spelling on float left something to be desired but Miss Biddle didn't.



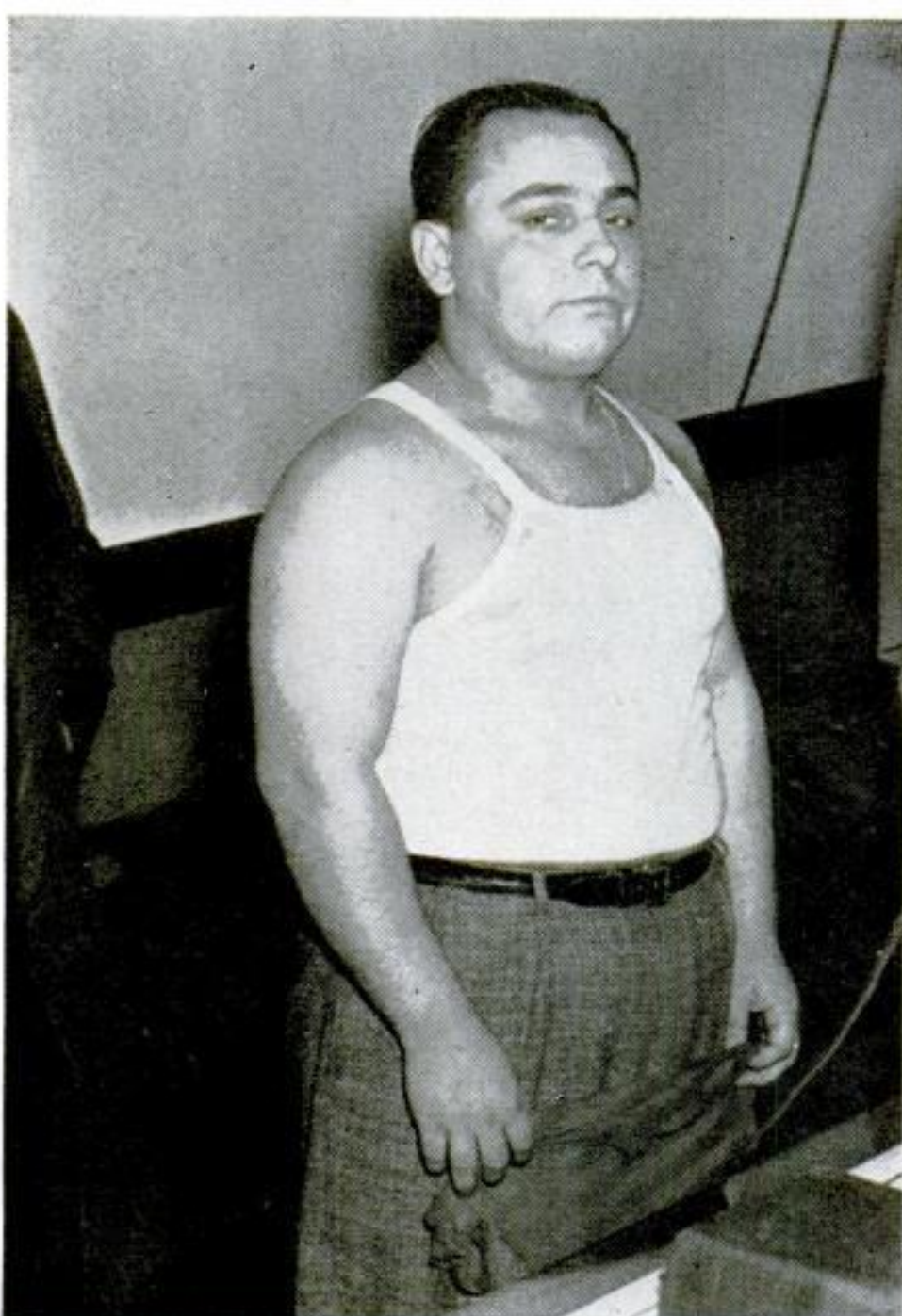
**Birmingham Welding School** students rode on truck decorated with a few pieces of scrap iron and the

motto: "100% for Defense." Students had fun putting welding masks on faces and looking weird.





ONTO DIRT OF EBBETS FIELD FALLS UMPIRE MAGERKURTH WITH FRANK GERNANO PUMMELING HIM. ANOTHER FAN DISLOCATED SHOULDER TRYING TO GET LOOK AT FIGHT.



GERNANO IS WELL BEHAVED WHEN BROUGHT TO COURT

## DODGER FAN, ANGERED BY DEFEAT, PUMMELS UMPIRE

**F**rank Gernano, 21, of Brooklyn, N. Y. was one of 6,782 baseball fans who clambered into Ebbets Field Sept. 16 to see the Brooklyn Dodgers play the Cincinnati Reds. All season long, Frank had been coming to Ebbets Field. Game after game he had sat on a hard wooden seat, watched his beloved Dodgers, in second place in the National League, try to overtake the first-place Reds. Now it was getting late. The autumn sun slanted more obliquely down over the infield. The north wind blew dust over the bleachers. The season was almost over and still the Dodgers were ten games behind the Reds. They had to win Sept. 16 to have even a chance for the pennant.

Up to the tenth inning Frank was sure the Dodgers were going to win. They led most of the way until the Reds tied the score in the ninth. But in the tenth came tragedy. The Reds had runners on first and second, one out. The batter hit a slow roller to Hudson at shortstop, who tossed the ball to Coscarart, second baseman. While Frank watched incredulous, Coscarart dropped the ball. Although Umpire Stewart called the Reds' runner out, Umpire Magerkurth reversed the decision, called everybody safe.

Frank Gernano sat stunned. He *knew* the runner

was out. Umpire Magerkurth was cheating the Dodgers. They would never win the pennant now. While his anger brewed stronger and stronger, he watched the Reds push across a run, take the game, 4-3. Closely he watched Umpire Magerkurth. Just as the last Dodger was put out, Frank stood up on his seat, yelled "Burglar! Burglar!" rushed out on the field, swung on Magerkurth, tripped him, started to pummel his face. Magerkurth, who weighs 245 lb., fought back. There were curses, hard stinging blows.

Eventually other umpires pulled Frank off, and next day he was arraigned in court. Four of his admirers, all Dodger fans, had hired a lawyer named J. Wacke to defend him. But Wacke was of little use. It was discovered that Frank had recently been convicted of petty larceny. In fact, he was out of jail on parole. The judge sent him back to jail.

Two days later, by beating the Philadelphia Phillies, the Cincinnati Reds clinched the National League Championship. To Frank Gernano, languishing in the N. Y. State Vocational Institution, West Coxsackie, N. Y., it was comforting to know he would be out of jail Jan. 12, 1941, in plenty of time to watch the Dodgers try once more next year to win a pennant.





2. HOW CAN I GIVE DAVEY MORE MILK?



3. WHAT'S A GOOD WAY TO START DINNER ON SUNDAY?



1. HOW CAN I STRETCH OUT SUPPER FOR TWO EXTRA?



4. WHAT CAN I SERVE TONIGHT THAT RALPH WILL BE SURE TO LIKE?



5. WHAT SHALL I SERVE WHEN THE GIRLS COME FOR LUNCH?



6. HOW CAN I MAKE THESE LEFTOVERS INTERESTING?

## ...one answer! *Campbell's* Tomato Soup

*The soup people serve, enjoy, and talk about more than any other!*

**4** Men like Campbell's Tomato Soup, too, and have, from the time they were youngsters.

**5** Campbell's Tomato Soup is a real aid when entertaining. It's quickly fixed, with a flavor everyone likes.

**6** When served as a delicious sauce, Campbell's Tomato Soup puts new life into leftovers. Simply heat it without adding water.

**1** When unexpected guests drop in, Campbell's Tomato Soup is a dish you can be sure will be welcomed.

**2** Campbell's Tomato Soup offers a splendid way to give the children the extra nourishment of milk. Simply make it cream of tomato by adding milk instead of water.

**3** Campbell's Tomato Soup helps dinners off to a bright, smooth start.



Campbell's tomatoes,  
The pick of the patch,  
Make a soup that's so good  
It's a hard one to match!







**THE WAY TO MORE SMOKING PLEASURE**

Today, more than ever, people are taking to Chesterfield because Chesterfield concentrates on the important things in smoking. You smoke Chesterfields and find them cool and pleasant. You light one after another, and they really taste better. You buy pack after pack, and find them definitely milder.

**For complete smoking satisfaction  
you can't buy a better cigarette**

*Make your  
next pack*

**CHESTERFIELD**





"AWAKE! FOR MORNING IN THE BOWL OF NIGHT  
HAS FLUNG THE STONE THAT PUTS THE STARS TO FLIGHT . . ."



"HALT, MAJOR CHETWOOD! WHO GOES THERE?"



"BIRD IN A GILDED CAGE I MAY BE,  
GENERAL, BUT ALWAYS A LADY BIRD"

## BRITISH WAR HUMOR

It lampoons the British as well as the Germans

In their hour of peril the British have had the choice between crying over their misfortunes or laughing off their plight. They have decided to laugh, not only at their enemies but also at themselves. Reproduced here are samples of recent British cartoons from the pages of *Punch*, *Sketch* and the *Bystander*.

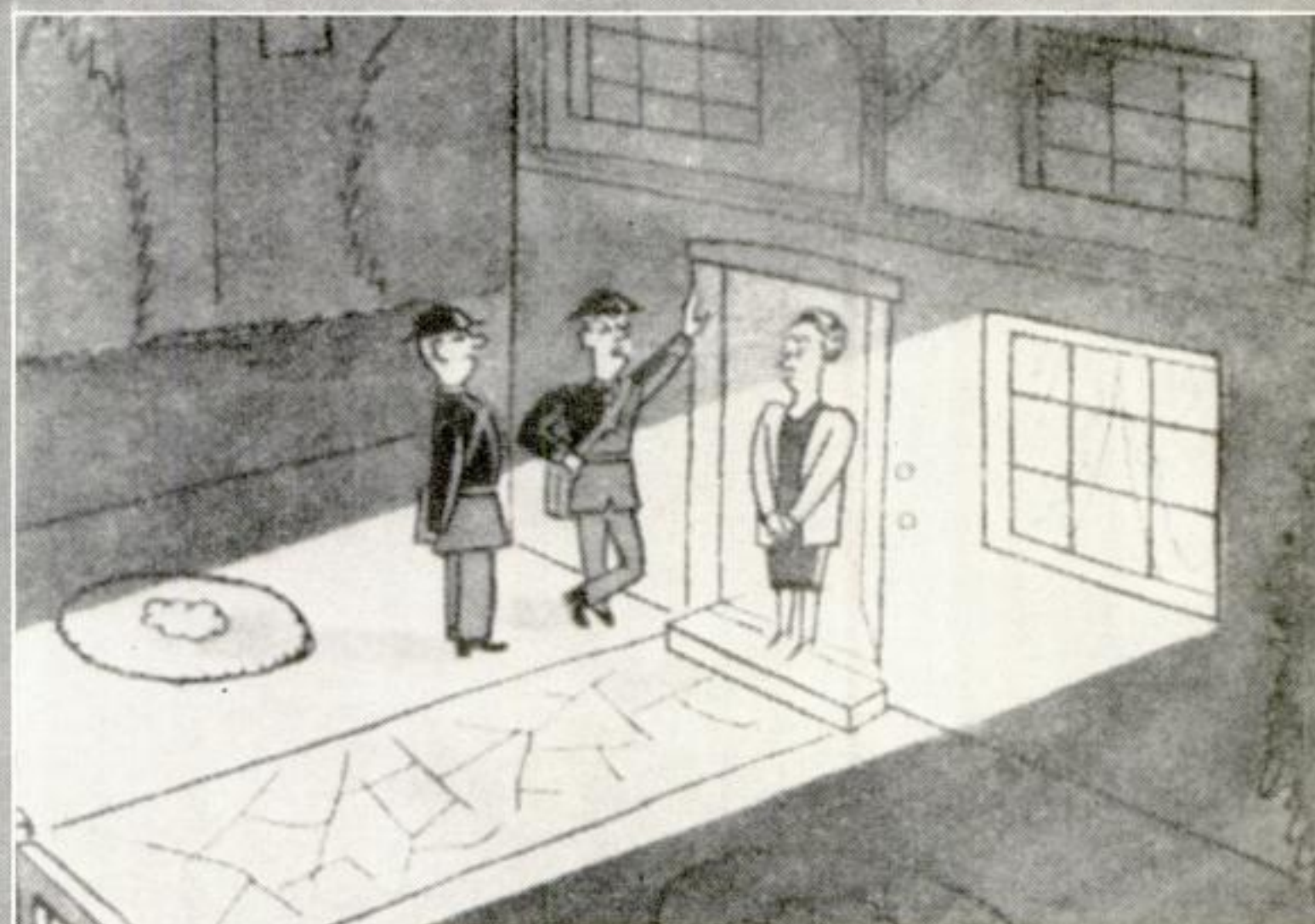
Besides the printed word, the British also enjoy the verbal chuckle. Famed Comedian Will Fyffe has been telling his audiences how, when he leaned over the side of a freighter and shouted "waiter," three Italian submarines broke the surface. He also recalls how every navy in the world has its favorite drink: the American Navy likes whisky, the British Navy likes gin and the Italian Navy sticks to port.

Another yarn concerns the young Nazi pilot who was about to join the German Air Force. "You'll get ten marks a day," his commanding officer said, "and if you fly over England you'll get twelve." "Fine," said the conscript, "how much does that make for a week?" "Well," said the officer, "we haven't paid anybody for a week yet."

Recently a British Home Guard sentry shouted "Halt" to a motorist who immediately screeched to a stop. "Halt!" yelled the Home Guard a second time. "I've halted," said the motorist, "what next?" "I don't know," said the puzzled sentry, "my orders are to shout 'Halt' three times and then shoot." And then there is the fable about the pretty blonde who shouted from the darkness of a crowded air-raid shelter: "Take your dirty hands off my knee. No, not you, YOU!"



"OF COURSE IN THE NORMAL WAY THE HORIZON WOULD BE COVERED WITH HUNDREDS  
OF ADVANCING ENEMY TROOPS AND THE SKY BLACK WITH COUNTLESS DIVE BOMBERS"



"GOOD EVENING, MADAM. OVER NINE MONTHS AGO—ON THE 3RD OF  
SEPTEMBER, 1939, TO BE PRECISE—WE DECLARED WAR ON GERMANY"



WHAT EVERY WOMAN WANTS  
TO KNOW ABOUT A MAN

*That his regard will be frequently  
voiced with flowers...*



*...and his esteem further expressed by  
choosing and using his whiskey  
with care*

*America's Mildest*

**BOTTLED IN BOND**

**OLD SCHENLEY**

STRAIGHT WHISKEY—100 PROOF—AVAILABLE IN BOTH RYE AND BOURBON



Set of six, full-color flower reprints, suitable for framing, Edition No. 1, without advertising,  
sent upon receipt of 25¢. Copr. 1940, Schenley Distillers Corp., New York City, Dept. L.

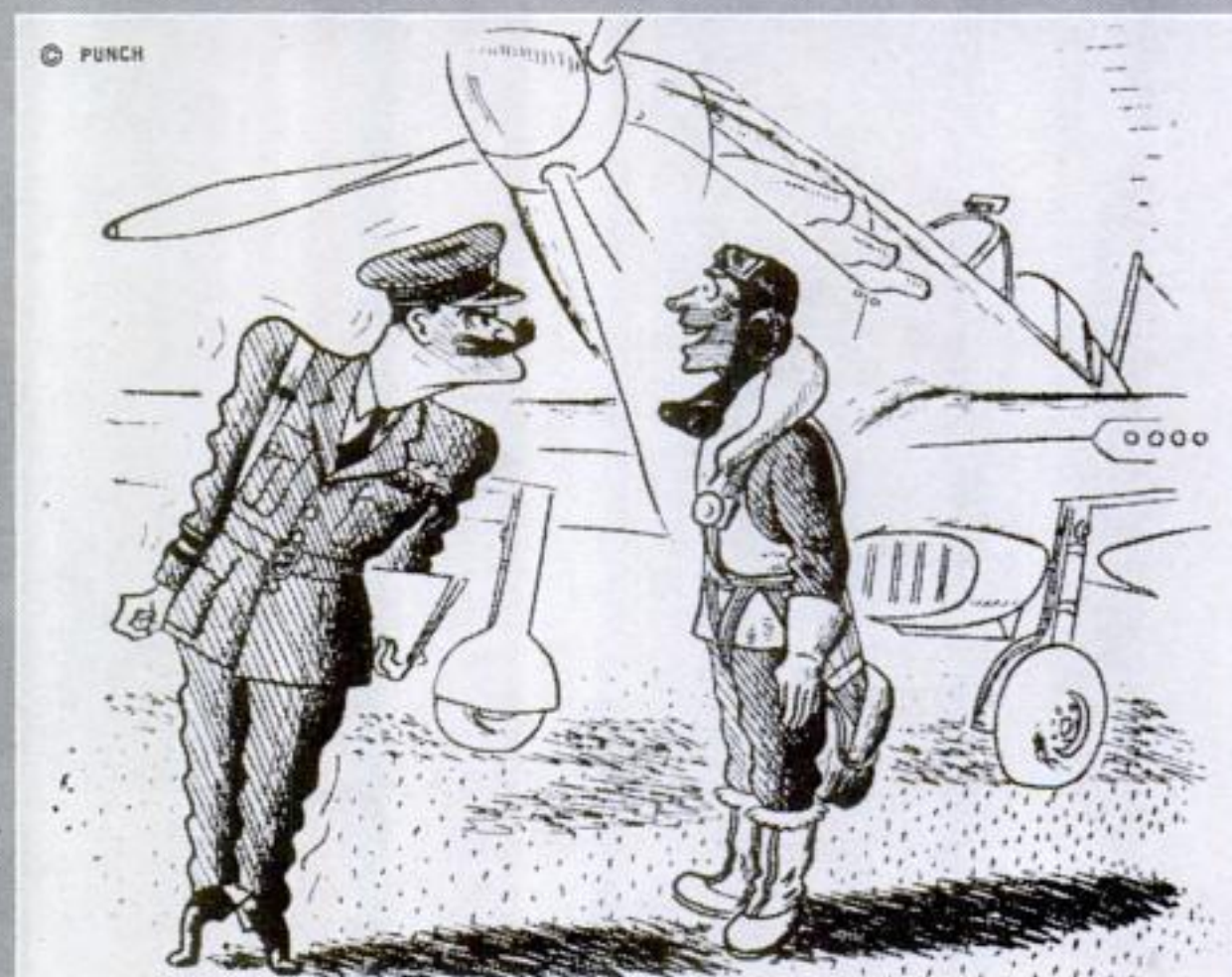
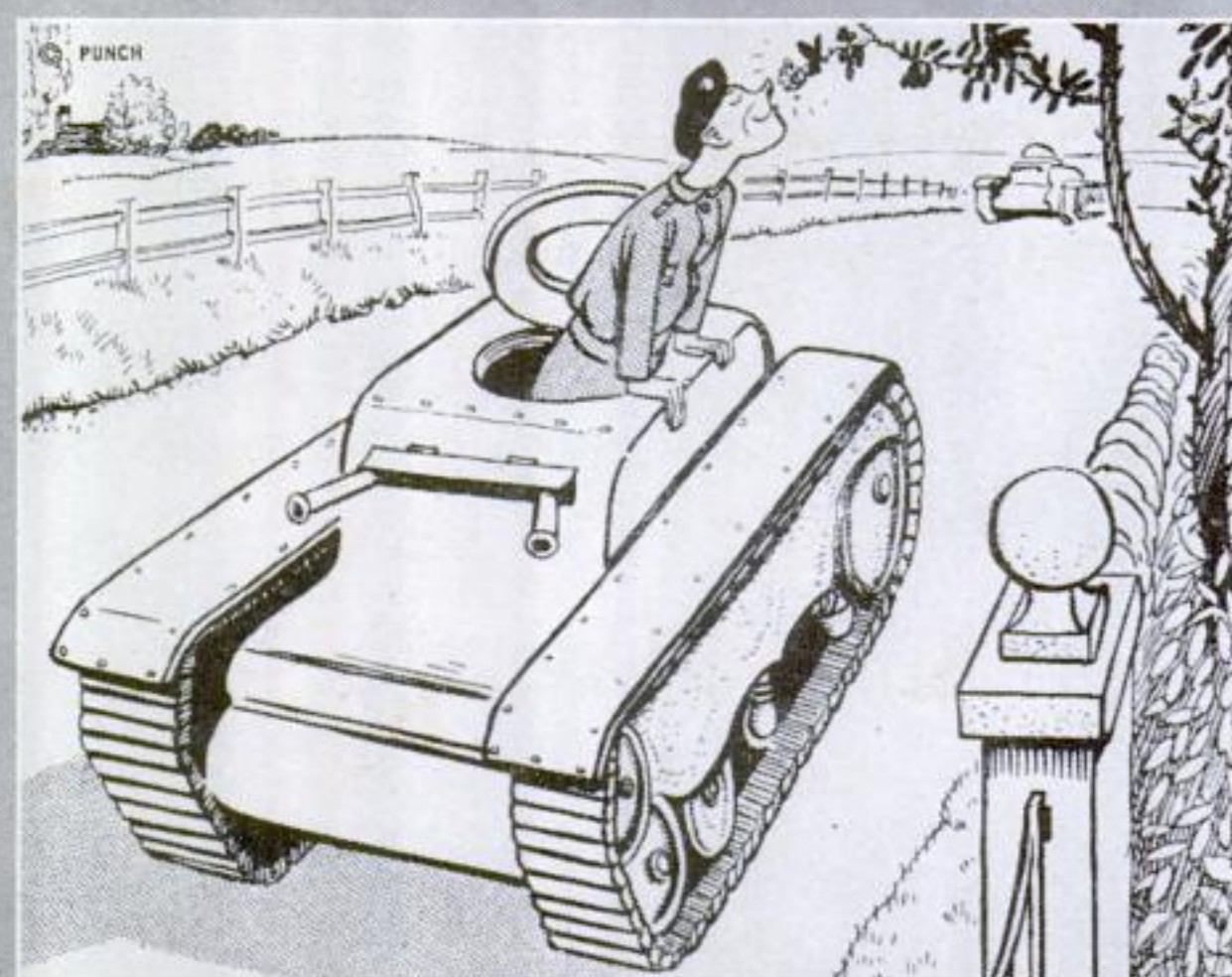
British War Humor (continued)



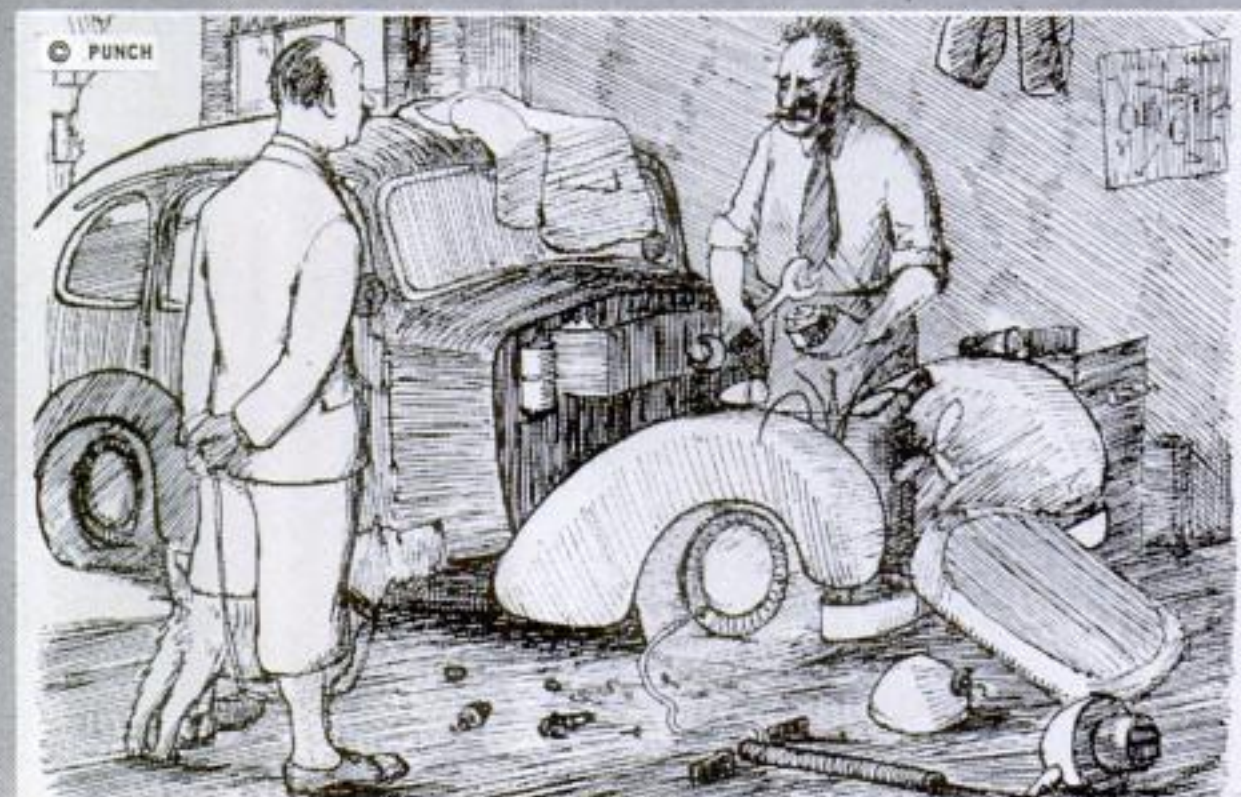
"I'M ALMOST CERTAIN  
HE'S NOT ONE OF OUR  
REGULAR MEMBERS!"



"'BYE MAGGIE. I'VE JUST  
BEEN ORDERED OFF TO THE  
FRONT! THE MIDDLE EAST.  
YOU KNOW, CLACTON-ON-SEA."



"I PUT MY PLANE INTO A SCREAMING VERTICAL DIVE, THE EIGHT  
GUNS OF MY SPITCANE BELCHING DEATH TO THE NAZI INVADER!"



"I DON'T MIND PUTTING MY CAR OUT OF ACTION EVERY NIGHT, BUT  
MAKING IT GO AGAIN EVERY MORNING IS GOING TO DRIVE ME MAD!"

CONTINUED ON PAGE 36





WON'T YOU PLEASE  
GET ME A

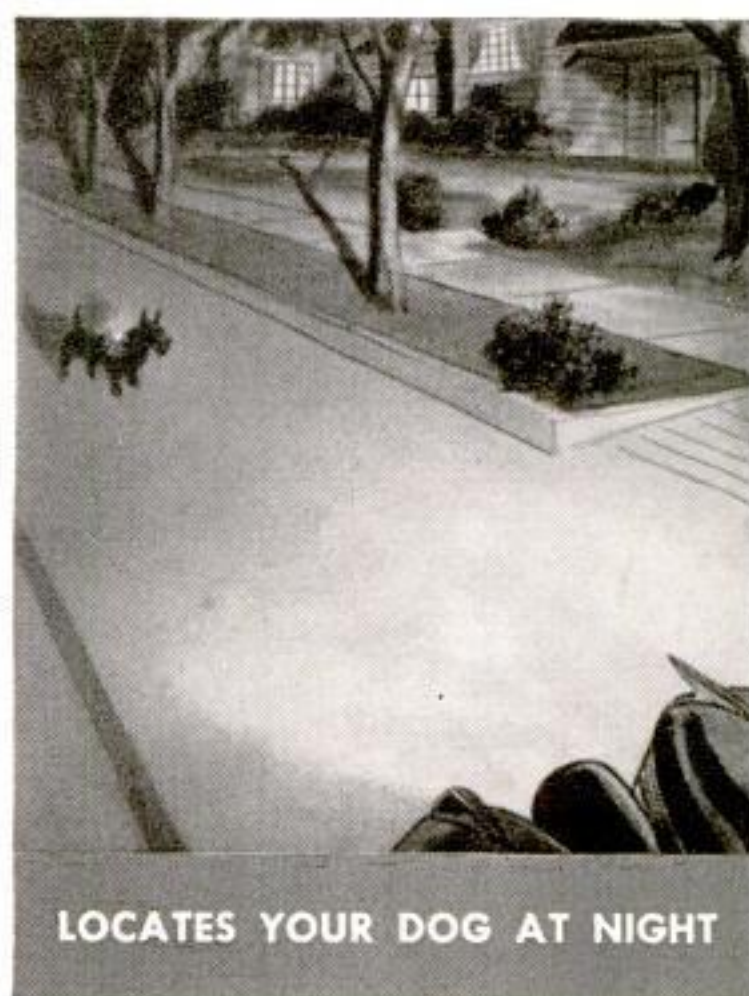
**PARD  
LITE!**



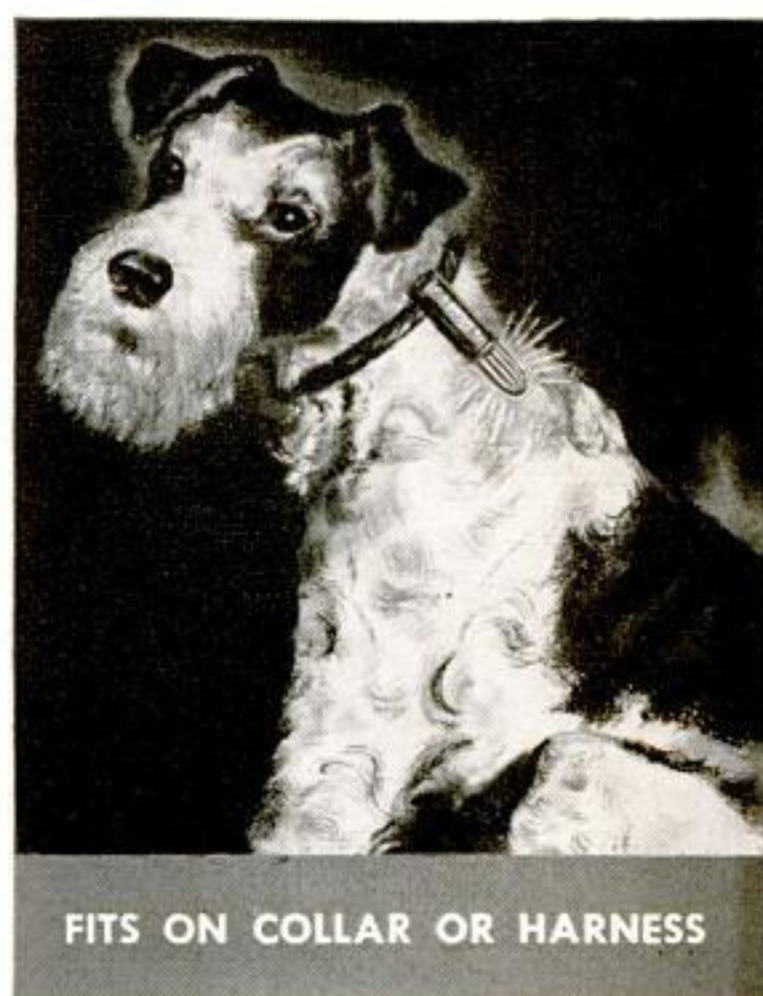
Made of gem-like, translucent plastic, equipped with genuine battery and Mazda bulb. Shines brilliantly red! Spring-steel safety clip!

## Protect your dog!

Get his Pard Lite now for only 15¢ and labels from 3 cans of PARD!



LOCATES YOUR DOG AT NIGHT



FITS ON COLLAR OR HARNESS

*This novel safety device for your pet was developed for Swift & Company, makers of Pard Dog Food!*

● Your dog'll pop out his chest—when you snap on his *Pard Lite* and let him run at night! He'll love it, and you'll thank that little red beam often for his safe guidance, as it flashes his whereabouts to you.

The *Pard Lite* is after-dark protection your dog needs. A big value that's yours now for only 15¢ and labels from 3 cans of Pard!

Just clip the *Pard Lite* on your dog's collar or harness. The glowing red safety beacon follows him everywhere—warns oncoming

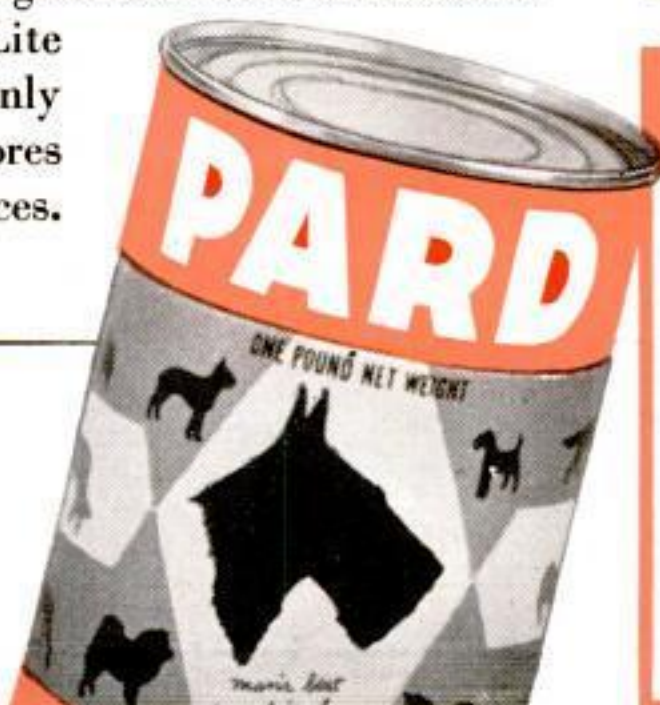
autos when he crosses the road. He's a regular walking stop light to danger!

Safeguard your dog—get him a *Pard Lite* now! Comes complete with full-life, nationally advertised bulb and battery that are replaceable at your flashlight dealer's. After December 1 the *Pard Lite* will be available only through retail stores at full retail prices. Act Now!



**AND PARD PROTECTS YOUR DOG'S HEALTH!** At Swift's Research Kennels 5 successive generations of dogs have been raised on *Pard* alone! Always full of pep, always eager for *Pard*, their health record has been magnificent. Common diet-caused ailments such as excessive shedding, diarrhea, listlessness, dietary skin irritations, and many others have *never* occurred! Here is definite proof that *Pard* is a full, safe diet. Recommended by leading veterinarians, *Pard* can keep your dog in top condition. Put him on *Pard* now!

**PARD** ...SWIFT & COMPANY'S  
NUTRITIONALLY-  
BALANCED DOG FOOD



**FILL OUT AND SEND IN WITH 15¢ AND 3 PARD LABELS:**

Swift & Company,  
Box U, Chicago, Illinois  
Gentlemen: I enclose 15¢ and 3 *Pard* labels. Please send me, postpaid, my *Pard Lite*—complete with battery and bulb.

Name .....

Address .....

City .....

State .....

L-9-30



# Free!

10¢ Size of Famous  
**LUXOR Hand Cream**  
with purchase of regular 50¢ size



Buy a regular size jar of LUXOR HAND CREAM... Get a 10¢ jar FREE. Use the 10¢ jar... If you don't agree that it helps make your hands softer—smoother—lovelier than any cream you've ever tried... return the regular size jar and **get your money back!**

This special offer is being featured now at cosmetic counters everywhere. It's your opportunity to discover... at our expense... why so many American Beauties make *Luxor Hand Cream* their choice.

Get this  
10¢ SIZE JAR  
**FREE**  
WHEN YOU BUY  
REGULAR 50¢ SIZE

## Give Your Hands LUXOR'S Beauty Care!



Fine Textured... Fashion-Right  
that's LUXOR POWDER!



Soft as a Southern breeze... fine-textured... glamour styled in seven smart shades. That's the New LUXOR Powder... created to help bring out all your charm! Your dealer has this delightful and smartly styled LUXOR Powder now. Ask for it... see the difference it makes in your loveliness!

*Luxor Hand Cream* contains the healing ingredient, Carbamide. This is the same agent often used by surgeons in treating cuts and wounds.

That's why *Luxor Hand Cream* helps soothe roughness and chapped skin the very first time you use it on your hands.

And this fine-textured cream works swiftly... is not greasy... has a delicate, delightful fragrance that you'll love.

So take this easy way to real hand care... ask for *Luxor Hand Cream* tomorrow!

FOR NEW LOVELINESS  
**Luxor**

COSMETICS CREATED FOR YOUTHFUL CHARM

LUXOR LIMITED, CHICAGO, ILLINOIS

## BRITISH TENDER TEA TO DICTATORS



Nazis boasted Hitler would be in London by Aug. 15. When he and Mussolini failed to arrive, their absence was celebrated at an Empire Tea Party by the Overseas Club. Two chairs, "reserved" for the invaders, were left vacant. A register (inset) was signed by those present, including a Canadian private from Brooklyn who greeted Lord Willingdon, ex-Viceroy of India and guest of honor, with a cheery "Howdy, Lord." Heartiest chuckle came when Lord Willingdon received "cables" from the two special "guests" (below).

### "SPITFIRE" CABLEGRAM

Address of Sender  
THE SUMMER HOUSE,  
BERCHTESGADEN.

ADDRESS EMPIRE TEA PARTY,  
OVERSEAS CLUB, ST. JAMES'S, LONDON, W.1.

REGRET CANNOT ATTEND TEA PARTY STOP SET OFF  
ACCORDING TO PLAN BUT BLOWN BACK BY A  
HURRICANE STOP DON'T MAKE TOO MUCH FUSS OF  
THE DUCE STOP

HITLER

HITLER SENT A "SPITFIRE CABLE" TO EXPLAIN HIS ABSENCE

### "SPITFIRE" CABLEGRAM

Address of Sender  
THE USUAL BALCONY,  
ROME.

ADDRESS EMPIRE TEA PARTY,  
OVERSEAS CLUB, ST. JAMES'S, LONDON, W.1.

SLIGHT HITCH STOP ALL ITALIAN SAILINGS CANCELLED  
OWING TO SECRET MANOEUVRES IN PORT STOP HEIL  
THE FUHRER - IF PRESENT STOP

MUSSOLINI

MUSSOLINI ALSO "CABLED" FROM "THE USUAL BALCONY, ROME"



"SPITFIRE CABLE" BOY HANDED "CABLES" TO LORD WILLINGDON





Actual color photograph—Bill Currin shouts "Sold American!"—and another lot of fine golden leaf goes to Luckies.

## Luckies' finer tobaccos mean less nicotine

As tobacco experts like Bill Currin will tell you, Luckies buy the finer leaf. These men know . . . for they spend their lives buying, selling and handling tobacco.

Now here's what this means to you as a smoker . . . Luckies' finer tobaccos mean less nicotine. The more you smoke, the more you want a cigarette of proven mildness. So remember this fact: for two years, the average nicotine content of Luckies

has been 12% less than the average of the four other leading brands★—less than any one of them.

Luckies, you see, analyze tobacco before buying it. So our buyers can select leaf that is ripe and mellow, yet milder—low in nicotine.

Remember, with independent tobacco experts, with men who know tobacco best—it's Luckies 2 to 1.



Copyright 1940, The American Tobacco Company

### ★ NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through June 1940  
Lucky Strike has averaged

- 9.46% less nicotine than Brand A
- 20.55% less nicotine than Brand B
- 15.55% less nicotine than Brand C
- 4.74% less nicotine than Brand D

For this period Lucky Strike has had an average nicotine content of 2.01 parts per hundred.

# With men who know tobacco best—it's LUCKIES 2 TO 1



WHAT'S NEW  
FOR 1941?...

# The Lid's Off

Goodness! Can the Wilsons afford a **BIG CAR** like that? It Looks Expensive.

It's big all right. It's the New Plymouth. But honey, that's one of the **LOWEST-PRICED** Cars. **WE** could afford it ourselves!

— And I always thought Plymouth was a man's car. Why it's Elegant!

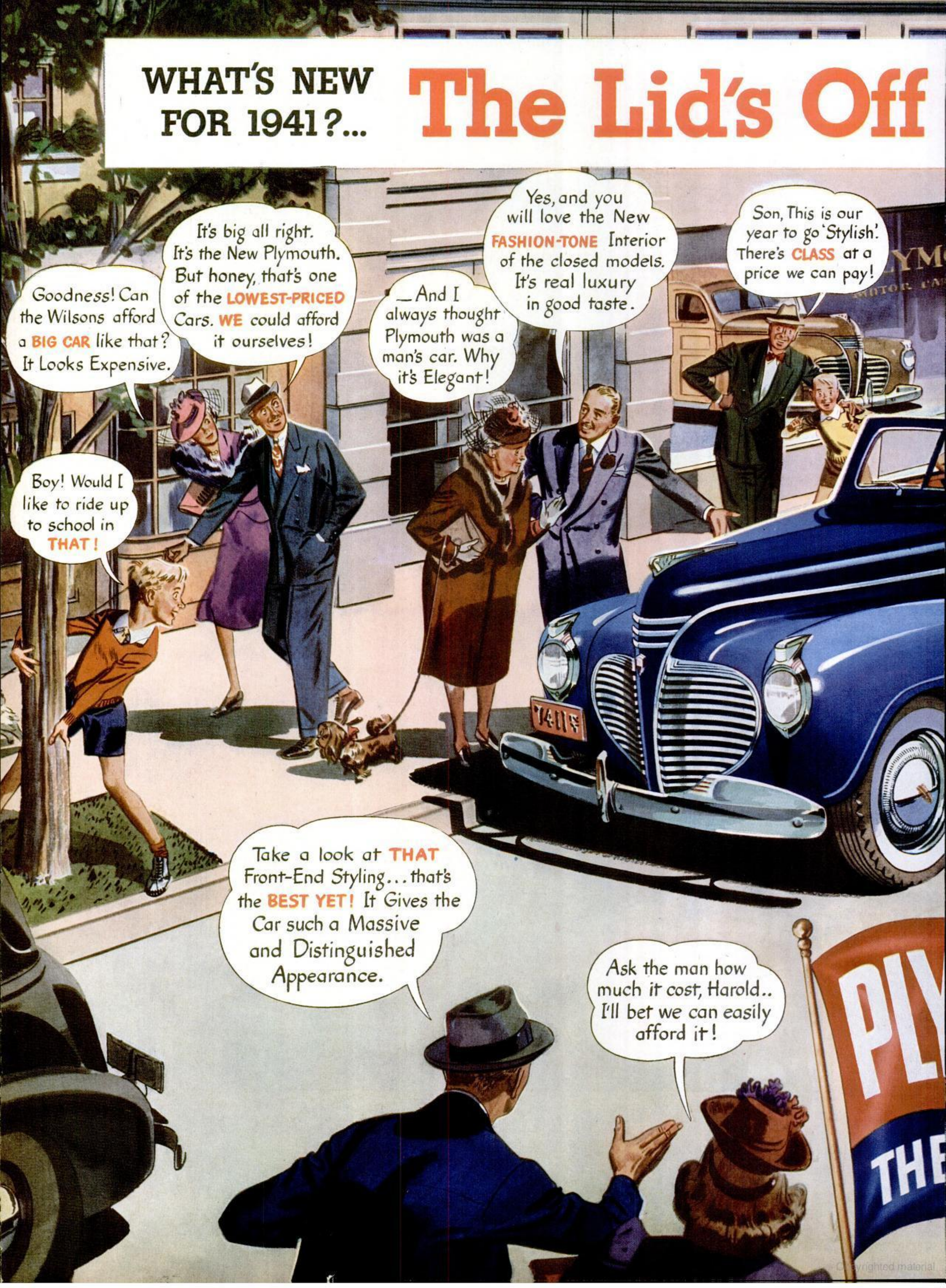
Yes, and you will love the New **FASHION-TONE** Interior of the closed models. It's real luxury in good taste.

Son, This is our year to go 'Stylish'. There's **CLASS** at a price we can pay!

Boy! Would I like to ride up to school in **THAT!**

Take a look at **THAT** Front-End Styling... that's the **BEST YET!** It Gives the Car such a Massive and Distinguished Appearance.

Ask the man how much it cost, Harold.. I'll bet we can easily afford it!





# on LUXURY

## COME SEE THE NEW PLYMOUTH

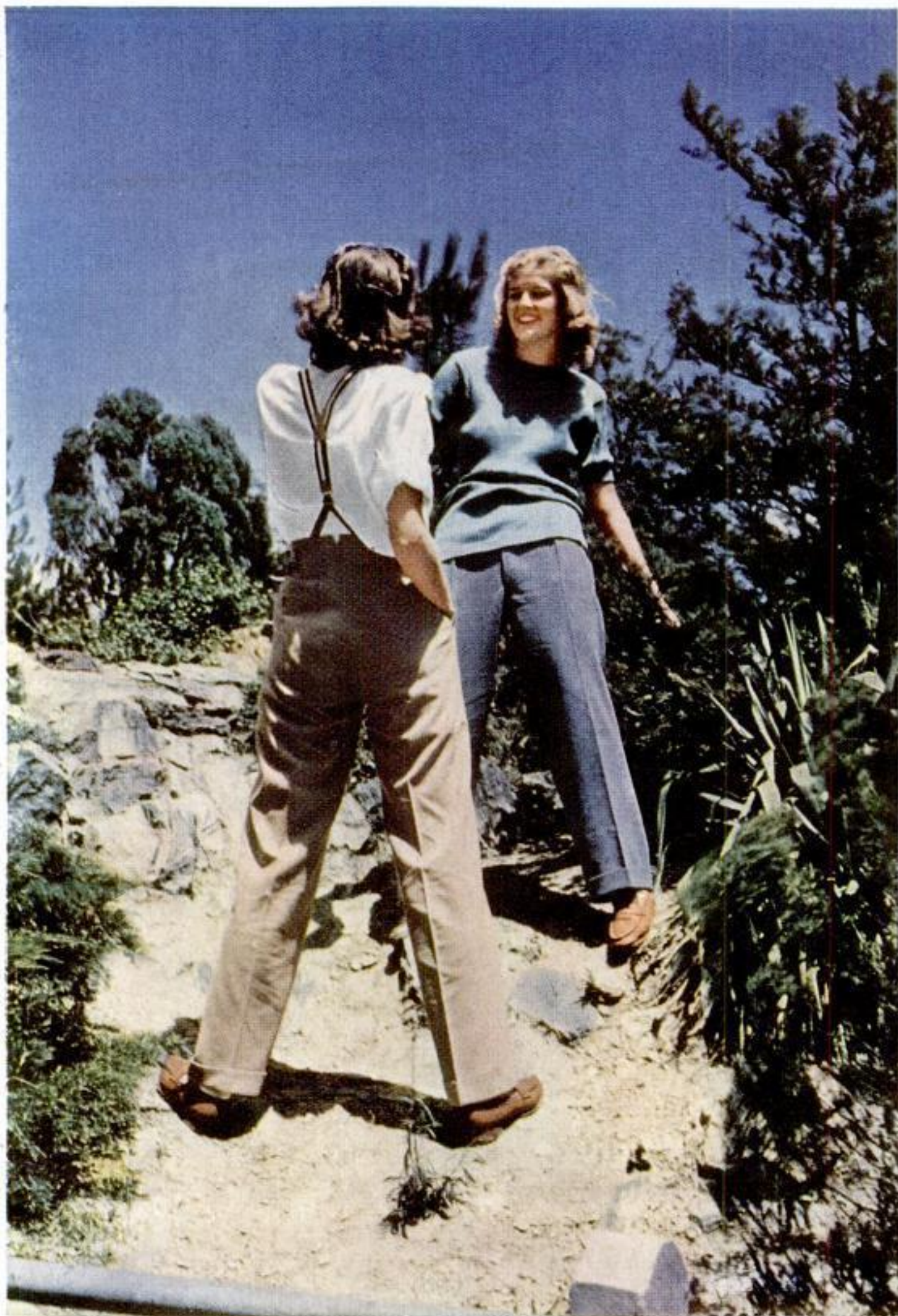


# PLYMOUTH

"ONE" FOR '41

YOU GET 19 GREAT ADVANCEMENTS in the new 1941 Plymouth! Sumptuous in design, this Plymouth is a big step up in style, luxury and driving pleasure. You'll be delighted with the new Fashion-Tone Interior . . . the new, easier Powermatic Shifting . . . the exhilarating new High-Torque Performance, stepped up 4 ways! Drive America's Low-Priced Luxury Car—built on the principle that what's best for high-priced cars is best for Plymouth too! See your nearby Plymouth dealer. Plymouth Division of Chrysler Corporation.





**Men's slacks** of soft flannel costing \$10.50 are considered good buys by Eastern college girls. The suspenders, white oxford shirt and the green crew shirt also come from men's shop.



**Men's jackets**, not sissified versions but the real thing, long and loose with broad shoulders, right buttoning, first made fashion news last May when worn at the Smith College step-sing.



**Men's moccasins** worn by girls in these pictures threaten popularity of the saddle oxford. Entire outfit worn by Jean Compo, Stephens College graduate, is masculine merchandise.



**Man's raincoat** and gabardine crew hat, here worn by Martha Kay Lamb, Smith junior, are stock items in college boys' departments. Red rubber boots are an adaptation of boys' boots.



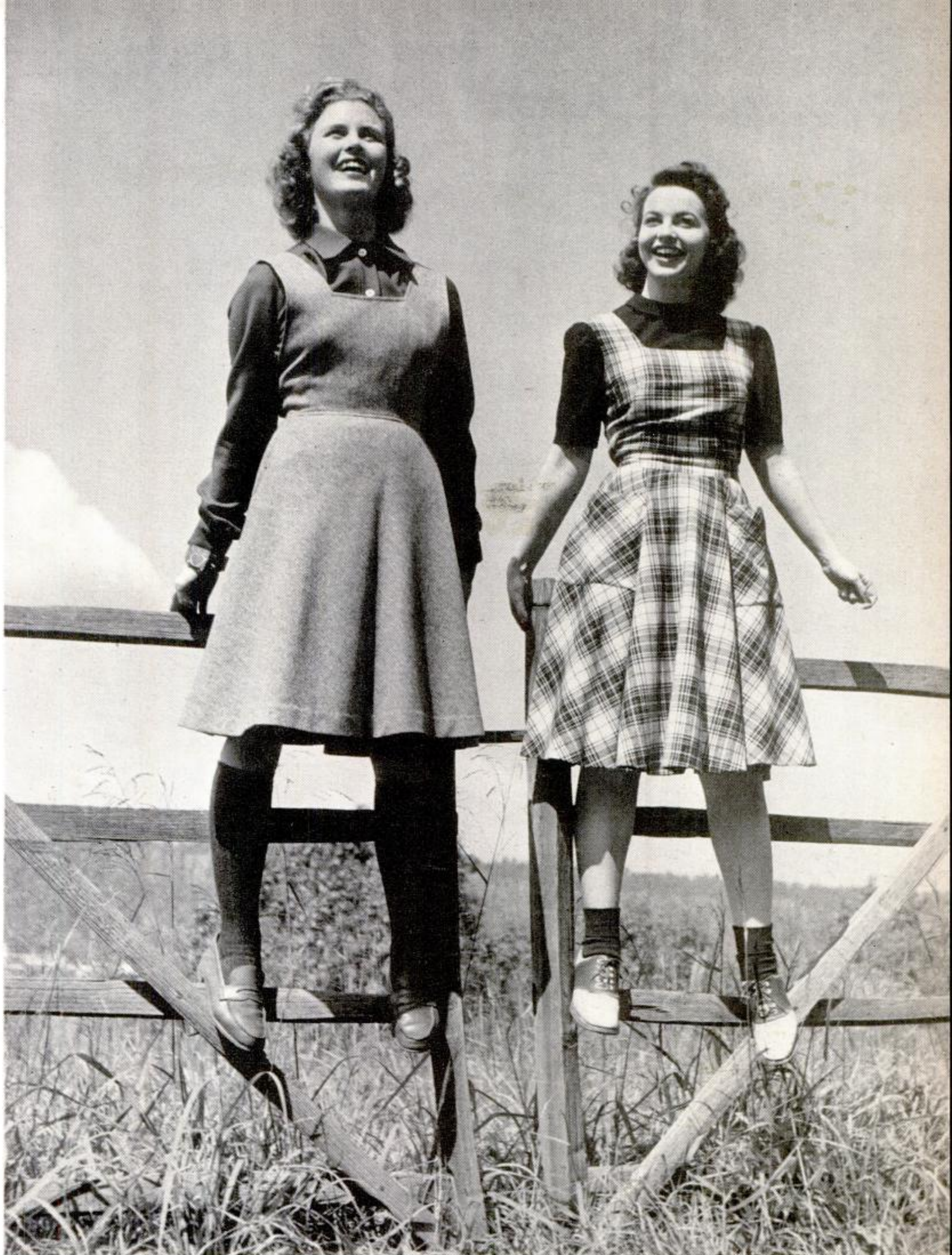
# COLLEGE GIRLS IN MEN'S CLOTHING

## MASCULINE TOGS INVADE CAMPUS

Outfitting some of the best-dressed young men of Yale, Harvard and Princeton has for years been a major endeavor of the house of J. Press, custom tailors to college men of means. Last spring J. Press tailors surprisingly found themselves taking the hip, waist and bosom measurements of Wellesley, Smith and Vassar girls.

The college girls wanted jackets, custom-made exactly like those worn by men. They ordered them in the identical materials they had seen on boys they liked (although they put the shop manager through a third degree to make sure no other GIRL had ordered a jacket of the chosen fabric). They paid \$55 for a sports jacket, \$85 for jacket and skirt and \$100 for coat and skirt. Some even bought men's slacks. On their own campuses and on Eastern men's college campuses during spring house parties, these girls in their men's clothing had an air. Girls with modest ready-to-wear-clothes budgets raided men's shops for small-sized jackets which would give the same general effect. By May, *Women's Wear*, vade mecum of the garment industry, was running frequent reports on the trend to men's clothes at leading Eastern girls' colleges. In June, *LIFE* photographed the girls on the page opposite. Every bit of wearing apparel, except skirts and red boots, came from a men's shop. Now, in September, similar right-buttoned jackets, loose sweaters, crew shirts, raincoats, moccasins are being featured in college shops throughout the country. The trend has become the most publicized, the most generally accepted college fashion for fall.

While the girls were picking their own clothes in men's shops last spring, professional stylists were designing accessories, also inspired from men's wear. Some of these are shown on this and page following.



**Jumper dresses** are outstanding non-masculine style in fall college wardrobes. The one at left, however, retains a mascu-

line affinity in fabric i.e., men's-wear gray flannel. Although all plaids are popular, newest are the plaids with white grounds.



**Two-piece socks** like those worn by Tyrolean mountaineers are supposed to keep legs warm by covering calf muscles.



**Sockem mitts** are an adaptation of boxing gloves, come in bright red and green sheepskin, have a wool knit lining. Kapok padding provides bulkiness.



**Slipper socks**, the length of men's socks, have black felt soles, color-trimmed uppers.





## Millions for Defense

America needs airplanes, engines, and propellers—by the thousands. To build them, and build them fast, America must have larger and better equipped aircraft factories than ever before.

A year and a half ago, United Aircraft began a vast expansion program toward this end. Sixteen million dollars have been spent in 18 months to increase its manufacturing facilities. Today that program is virtually complete, and three modern plants are humming 24 hours a day, building Pratt and Whitney engines, Hamilton Standard propellers, and Vought-Sikorsky aircraft at the fastest rate in their history.

Now, in anticipation of increased National Defense requirements, United Aircraft is spending 15 million dollars *more* to increase further the production facilities of all three plants. This entire program has been worked out in close cooperation with the United States Government.

*We are ready to do our part of the job—and we pledge the entire resources of United Aircraft to doing it speedily and doing it well.*

**UNITED AIRCRAFT**  
**CORPORATION**  
East Hartford, Connecticut



PRATT & WHITNEY  
ENGINES



VOUGHT-SIKORSKY  
AIRPLANES



HAMILTON STANDARD  
PROPELLERS



**Visor cap** resembles those worn by baseball players, is made of corduroy in numerous colors. Wood bracelet has a dangling penknife for carving dates, initials, etc.



**Mannish jacket**, in misses' sizes and sold in college girls' shops, is an adaptation of the men's jackets shown in color on page 40. It is purposely loose-fitting.



# NOW—GET VITAMIN B<sub>1</sub>—THE ENERGY VITAMIN— IN DELICIOUS POST TOASTIES!

... and in no other corn flakes!

Now, when you dig into a crisp, delicious bowlful of Post Toasties, you get what no other corn flakes in the world offer—precious Vitamin B<sub>1</sub>—so essential for abundant energy—good appetite—sound nerves—normal growth in children. And you get this extra benefit in your daily diet

... at no extra cost to you!

Post Toasties bring you the same tempting, toasted-corn flavor you've always enjoyed—*plus* the full Vitamin B<sub>1</sub> value nature puts in her choice corn!

One bowlful of the new Post Toasties with milk now gives up to  $\frac{1}{3}$  the amount of Vitamin B<sub>1</sub> required daily by young children— $\frac{1}{5}$  that for older children and adults.

And, remember, Post Toasties are the **ONLY CORN FLAKES** giving you this important Vitamin B<sub>1</sub> value!

POST TOASTIES  
TASTE BETTER'N  
ANYTHING FOR  
BREAKFAST!



**GET FUN OUT OF LIFE**—with abundant energy for work or play. *Every day* be sure you get enough Vitamin B<sub>1</sub>—the energy vitamin—for your body constantly uses up appreciable amounts. Here's an easy, delicious way to get more of this precious energy-producing element every day... eat a big bowlful of delicious Post Toasties, the only corn flakes enriched with Vitamin B<sub>1</sub>!



## EXTRA VALUE—AT NO EXTRA COST!

When buying cereals, the cost per ounce is the cost that counts! And Post Toasties cost far less per ounce than most other leading brands of ready-to-eat cereals—only half as much as some. To prove this—compare the *net weight and price* of Post Toasties with other leading cold cereals. You'll find, on the average, that the price you pay for a big Post Toasties package buys you  $4\frac{1}{2}$  ounces more—4 big, extra servings at no extra cost!

And now, *adding value to value*, Post Toasties bring you what no other corn flakes offer—full Vitamin B<sub>1</sub> value of nature's choice corn. And Post Toasties give you this extra benefit not only at *no extra cost*, but actually at a *saving* over many other cold cereals!

**THE COST PER OUNCE  
IS THE COST THAT COUNTS!**

*A Post Cereal made by General Foods*

Here's a 50-second quiz on Vitamin B<sub>1</sub>... how many answers do you know?

**Q. What is Vitamin B<sub>1</sub>?**



**A.** Vitamin B<sub>1</sub> is the natural element in foods that helps to supply energy. It is necessary for a good appetite... it promotes normal growth in children... and it makes for sound, steady nerves.

**Q. How does it work?**



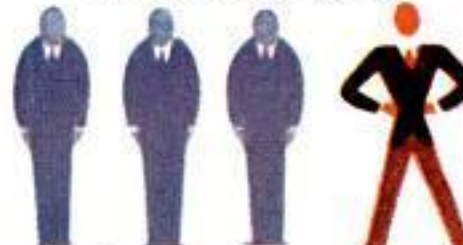
**A.** Vitamin B<sub>1</sub> is a "digestive foreman" whose job it is to make sure that carbohydrates (such as corn flakes provide) are completely broken down and then transformed into useful energy.

**Q. How often is it needed?**



**A.** To be at your best, you should get a sufficient supply of Vitamin B<sub>1</sub> in the food you eat *every day*; for in producing energy, the body's supply of this important vitamin is constantly being used up.

**Q. Who needs it?**



**A.** 3 out of 4 people do not get enough Vitamin B<sub>1</sub> in their daily diet. (Much fatigue... poor appetite... subnormal growth in children... even nervous disorders may be caused by too little Vitamin B<sub>1</sub>.)

**Q. Where can I get it?**



**A.** Authorities agree your daily food is the natural, wholesome way to get Vitamin B<sub>1</sub>... but often it is lost in the preparation of foods. So, in the interest of better nutrition, Post Toasties have now been enriched with Vitamin B<sub>1</sub>—to help you get your needed daily supply.

**ENJOY POST TOASTIES DAILY—THE ONLY CORN FLAKES CONTAINING VITAMIN B<sub>1</sub>**



# MEAT



## MEAT SUGGESTIONS THAT "LOOK LIKE A MILLION"

—and are kind to your budget.

The beauty of meat is: the thrifty cuts, while less known about and talked about, are just as full of health-giving vitamins, proteins and minerals as the better-known cuts. They have just as much flavor—often more. They can be made just as attractive. Get acquainted with these cuts and you can put meat on the table more often. Here are a few examples: (A) *Breast of Veal with Sausage Stuffing*—Dressing: Fry sausage meat until brown and add to 2 cups soft breadcrumbs, 1 cup chopped

celery, ¼ cup chopped onion, 3 tbsps. butter, season to taste. Fill veal pocket. Brown; add water, cover and cook in moderate oven until tender (about 2 hrs.) Garnish with whole glazed carrots. (B) *Chuck Pot Roast*—Sear to brown, then cook slowly over low heat for 45 to 50 minutes per pound. Serve with boiled onions (garnished with paprika) string beans and lemon slices. Serves three per pound. (C) *An Economical Grill*—Lamb shoulder chop with potato boiled in its jacket, grilled



# on the table

BY EDGAR A. GUEST

*I sing this glorious land of ours,  
Its motor cars and shows,  
Its little gardens, gay with flowers,  
Its phones and radios.  
Here your ambitious boy may be  
Our President if he's able,  
But what spells U. S. A. to me  
Is "meat upon the table!"*

*This is no land of substitutes  
And imitation stuff.  
Here happy women feed their "brutes"  
Until they shout, "Enough!"  
Here juicy, inexpensive meat  
Is no mere mealtime fable.  
At morning, noon, and night we eat,  
There's "meat upon the table."*

*Few pale-cheeked children whimper here  
And hungry go to bed.  
For week by week and year by year  
On meat our young are fed.  
To all who teach an alien way  
Just send the word by cable—  
Here in the good old U. S. A.  
There's "meat upon the table."*

*Ours is the land of steaks and chops,  
Of pork, beef, lamb and veal,  
And thrifty costs when woman shops  
Put meat in any meal.  
So if at us should any scoff  
Just show this patriot label—  
One reason we are better off  
Is "meat upon the table."*



EDGAR A. GUEST  
*America's favorite poet*



THE American Appetite loves meat on the table.

The American Home is proud of meat on the table—because that is one of the prerogatives that has always set it apart from homes across the seas.

The American Physician prescribes meat on the table because he knows that, in the light of modern scientific findings, meat provides so many of the health factors necessary to build, guard and improve the health of a nation.

Why do our desires, our daily doings and our doctors tell us to eat meat?

Meat is a source of three great elements of life:

**Meat Vitamins**—Recent discoveries set up meat as an important natural source of vitamins, especially the Vitamin B group, which includes Vitamin B-1 (thiamine)—necessary for growth, appetite and pro-

tection against certain ailments. A pork chop, which the average man loves, contains the thiamine which the average man needs for an average day!

**Meat Proteins**—Meat is a *complete* protein food, because its proteins contain all ten of the essential amino acids, "building blocks of the body." Proteins put good firm flesh on the bones; proteins keep it there.

**Meat Minerals**—You can thank the iron and copper in meat for much of the "red" in your good red blood.

Remember, whether you buy a thrifty cut or a de luxe steak, you get a concentrated money's worth of appetizing flavor, food value and health elements.

And, brother, sister, father, mother, "Ain't Nature Grand" to make the meat we love so good for us, too?

AMERICAN MEAT INSTITUTE, Chicago.

## AMERICA

*the land of "meat on the table"*





## The "Red Skins" are here

Heap big new shoe colors  
Heap big shoe news for fall  
**ROBLEE REDSKINS!**  
Copper red, Indian red  
Warm as a campfire glow  
Smart as the New West  
in Hollywood . . .



Fall Brogue in Boarded Redskin, B857. Hand-rubbed Bootmaker Finish. Also in black, B856.

If you want to be first  
with the newest in shoes . . . . *better see*

# Roblee

SHOES FOR MEN

(On the carton)—Lustrous Redskin Hi-Cheek Blucher, B847. Bright, hand-rubbed finish.

(Left)—Boarded, hand-rubbed Kodiak on the smart, streamlined Plateau last, B621. Heavy stitching.

(Right)—Hand-toned Autumn Brown Calf, B611, tailored for business and informal wear.



**\$5.00  
to  
\$6.85**

Some special materials  
slightly higher

For the man who wants to get out of the beaten path in shoes—we recommend—and highly—

### ROBLEE REDSKINS!

Here is a basic new shoe color—rich as a 1940 penny, gorgeous as the deep burnished red in Grand Canyon rocks. Warm, he-man, and handsome.

*It makes tweed suits tweedier*, sports clothes sportier—and gives a welcome new snap to the suit you wear to work or to the club.

New Roblee\* color. Roblee fine, plump leather. Roblee honest, careful craftsmanship. In addition there's the famous Roblee Tread Straight feature that makes you feel taller and walk with a swinging stride. Roblee shoes are sensibly priced at \$5 to \$6.85.

*Where else* can you get so much shoe value for such modest shoe money? Don't forget if you want the "McCoy" in men's shoes, whether it's the new "Redskin," or black, or tan, or smart "antique," you'd "Better See Roblee." You can recognize your Roblee retailer by the special Roblee display now showing in his window. United Men's Division, BROWN SHOE COMPANY, St. Louis.

\*Reg. U. S. Pat. Off.





PERCHED IN LEATHER EASY CHAIRS, GARSON KANIN, CAROLE LOMBARD AND CHARLES LAUGHTON ANXIOUSLY WATCH THE FIRST FINISHED PRINT OF THEIR NEWEST RKO MOVIE

## LOMBARD AND LAUGHTON VIEW THEIR NEW FILM AND FIND IT EXCITING

This episode in the making of a movie is a dramatic moment rarely, if ever, photographed before. The movie is RKO's version of *They Knew What They Wanted*, from the play that won Sidney Howard a Pulitzer prize in 1925. The characters are Director Garson Kanin, Actors Carole Lombard and Charles Laughton. For two months they have worked like beavers on what they believe to be a great movie script. They have had the usual quarrels. On location at Napa, Calif., 550 miles from home, they have run into the usual location troubles: bad weather, delays, throngs of bothersome autograph hounds.

Now the filming is over. Director Kanin has spent three hectic days editing, cutting and piecing together a first working print. Then, to show the result, he

calls into the small projection room at RKO his stars and LIFE's Hollywood Photographer Peter Stackpole. Laughton arrives with his usual sloppy clothes and uncombed hair. Ordinarily an uncommunicative individual, he is strangely excited, declares volubly that, to him, *They Knew What They Wanted* is the most significant film of the decade. Finally Carole, who rarely attends her own previews, comes and the show begins.

Photographer Stackpole sits on the floor midway between screen and people. He tells them to ignore him, and they do. What follows is recorded in these pictures. To the photographer's amazement the two veteran stars laugh, twist their hands, act as if they were seeing, for the first time, their earliest screen tests,

CAROLE LOMBARD BURIES HER HEAD AND CRIES: "MY GOD, IS THAT ME?" WHEN SHE FIRST SEES HERSELF AS A WAITRESS IN AN ITALIAN SPAGHETTI JOINT (BELOW, RIGHT)



CONTINUED ON NEXT PAGE

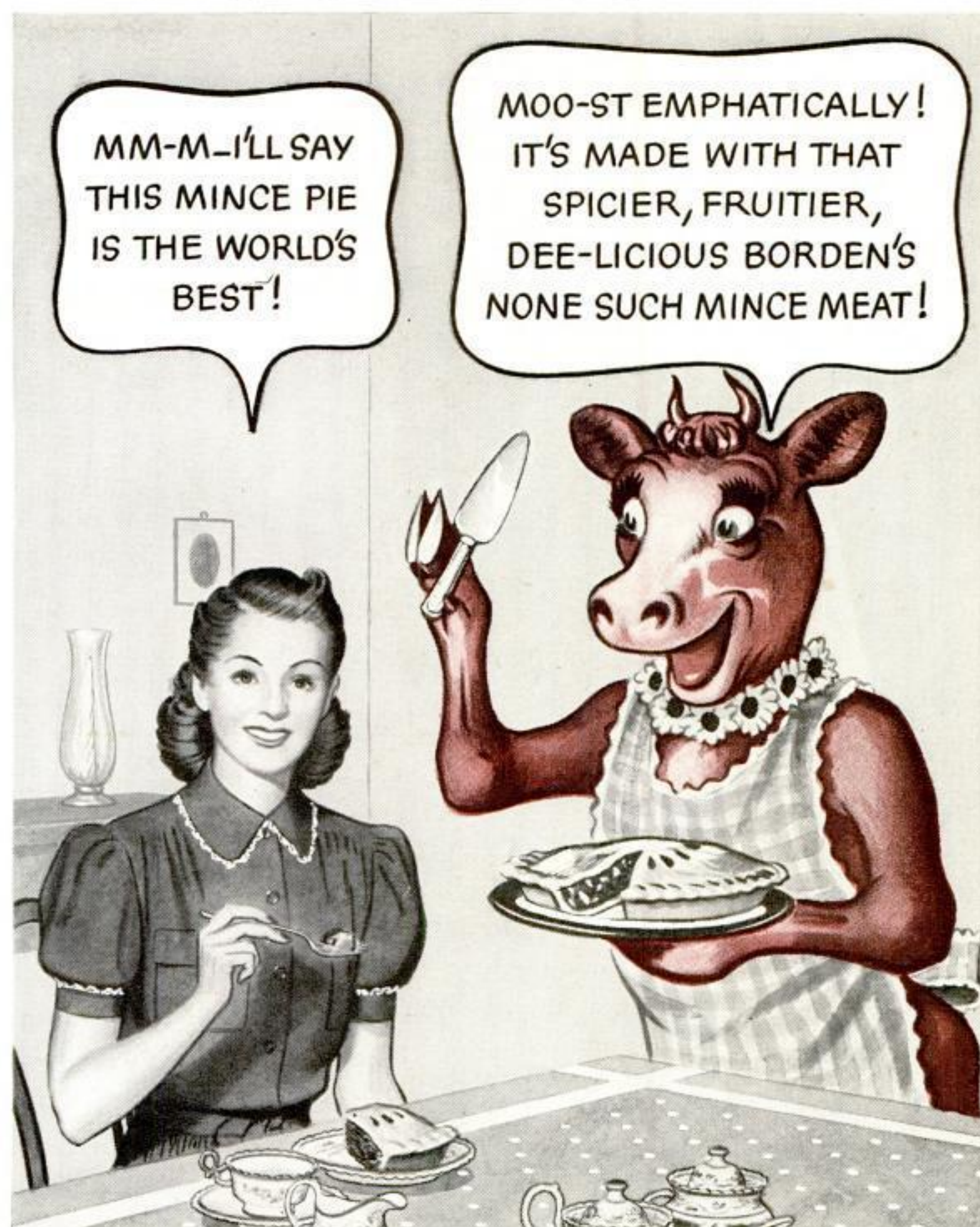








### A TIP FROM ELSIE, THE BORDEN COW

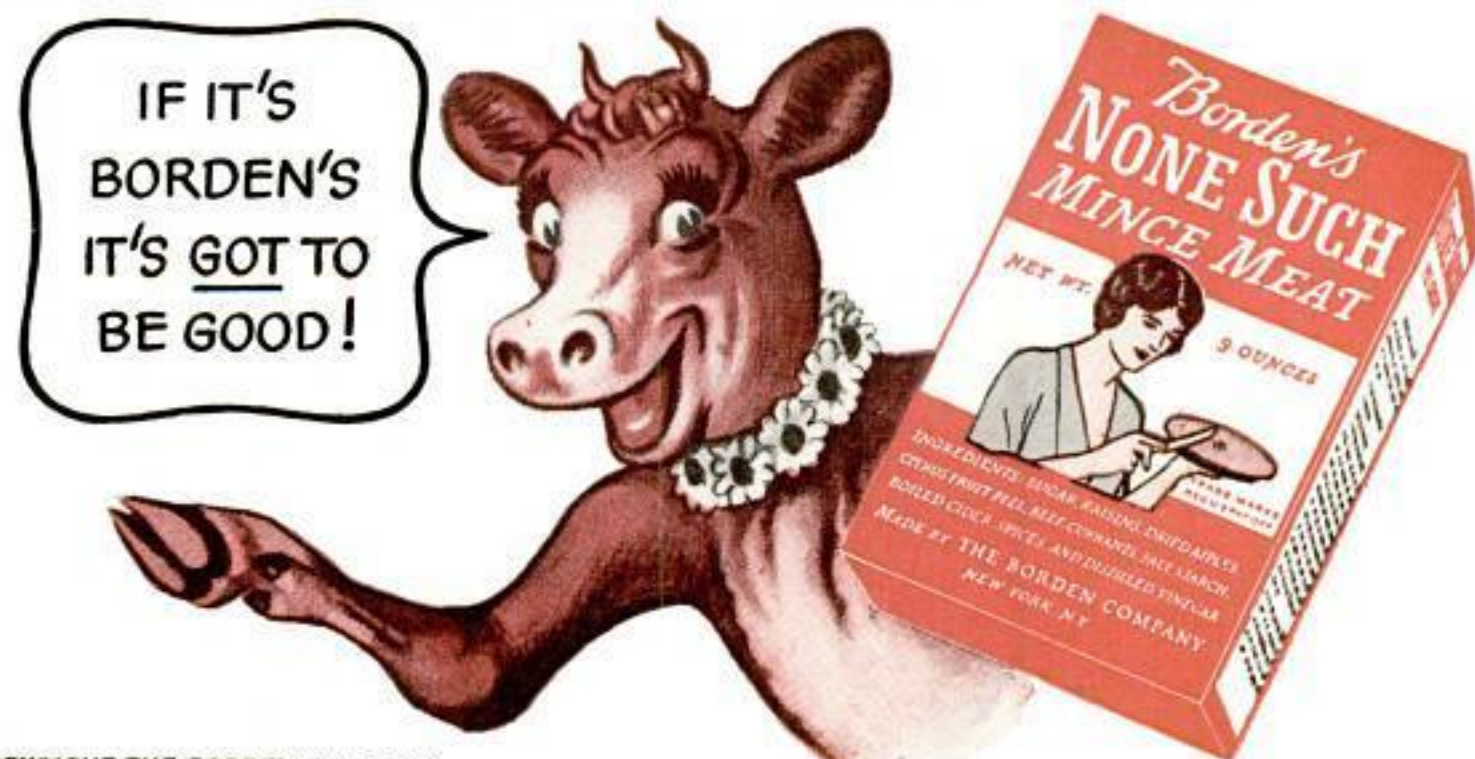


**J**UST IMAGINE the wonderful goodness of plump juicy currants, big fat raisins, sweet apples and spices, all happily blended together—and there you have Borden's None Such Mince Meat!

"It's the spiciest, most tantalizing mince meat that ever hid beneath a flaky golden pie crust! And it's made in a very special way, too. All the 18 ingredients are carefully blended by Borden experts to produce that *exclusive* old-fashioned flavor.

"Of course, just as there's difference in price between the grades of butter, there's a few pennies' difference between Borden's None Such and just ordinary mince meats. But you'll agree it's worth more, the minute you taste it!

"So remember—the None Such girl on the bright red package is your guarantee of really finer-flavored mince meat. Look for that trademark—get *genuine* Borden's None Such Mince Meat!"



COPYRIGHT THE BORDEN CO., 1940

**CONTINUED ON NEXT PAGE**



# GRACIE GETS SUPPER FOR GEORGE!

**GEORGE BURNS**

SUPPER READY?  
PRETTY SWELL...

**GRACIE ALLEN**

**SPAM**  
'N' WAFFLES  
RING THE BELL!

**SPAM**

**GRACIE'S SUNDAY SUPPER**

"I just make waffles the usual way," says Gracie Allen, "then add several slices of SPAM that have been quickly browned in the frying pan. You ought to see George come a-running when I ring the bell for this SPAM 'n' Waffle supper!"

HERE'S ANOTHER  
GOOD HUNCH:  
**SPAM & SALAD**  
FOR LUNCH!

FLIPPITY FLOP-  
ALL DONE:  
**SPAMBURGER**  
ON A BUN!

**HORMEL**  
GOOD FOODS

SPAM • CHILI • HAM • CHICKEN • SOUPS  
DINTY MOORE PRODUCTS

Geo. A. Hormel & Co., Austin, Minn. (Morples  
Jones & Co., Liverpool. Agents for the U.K.)

Dear Reader:  
I wish you could see, as I  
do, how SPAM is made...how  
we blend juicy-sweet pork  
shoulder with tender, tasty  
ham...then season SPAM  
to give it that delicious  
DISTINCTIVE flavor!

*Myrtle Kime*  
of the SPAM family

**SPAM**  
PORK SHOULDER MEAT  
with HAM MEAT ADDED

Spam is a  
registered  
trademark

NET WEIGHT  
INCLUDING  
JUICES 12 OZ.

HEAR BURNS & ALLEN—ARTIE SHAW'S BAND—MONDAY EVENINGS—NBC

## Movies (continued)



The preview is over. Carole, who has cried, twisted her handkerchief and dropped it on the floor, now feels dubious. Kanin promises her that audiences will love it.



Kanin has ideas for adding a few new scenes and cutting a few others, as they leave RKO's Projection Room No. 2. Intelligent Carole still looks a trifle worried.





## Announcing 1941 Studebakers

**A Big New Studebaker Champion in the Lowest Price Field!**  
**Distinctive New, Luxury-Laden Studebaker Commander and President!**

**R**IDING the crest of Studebaker's spectacular 1940 success come these three dramatically distinctive, brand-new Studebakers for 1941... a bigger, longer, wider, roomier, new Studebaker Champion in the lowest price field—a glamorously beautiful new Studebaker Commander Six—a richly finished, luxury-laden, new Studebaker President Eight.

These new 1941 Studebakers are slip-stream styled in an exciting new aero mode by famous Raymond Loewy, de-

signer of the smart interiors of the Boeing Stratoliners. Their advanced torpedo-type bodies come in your choice of single-tone, or exquisite, contrasting-color Delux-tone, exteriors and interiors.

Every model is a marvel of sound, solid, long-lasting Studebaker craftsmanship.

### *Remarkable gas economy*

These safe, sure-footed, easy-handling new Studebakers for 1941 are engineered to equal or excel the sensational records of

the Studebakers of 1940 in gas economy.

And the 1940 Studebakers defeated all other cars in the Gilmore-Yosemite Sweepstakes—the Champion averaging 29.19 miles per gallon, the Commander 24.72 miles per gallon, the President 23.40 miles per gallon with low extra-cost-overdrive.

See your local Studebaker dealer now and go for a revealing Studebaker drive. Prices begin on a level with the three other large-selling lowest price cars. Low down payment. C.I.T. budget plan terms.





HEINZ  
Cream of Tomato  
SOUP 15¢

Vegetable  
SOUP 57

**HEINZ** *Homestyle* **SOUPS**

OLD FASHIONED BEAN  
CREAM OF TOMATO  
CREAM OF PEA  
VEGETABLE BEEF  
WITH RICE

**2 MINUTE SERVICE**

CREAM OF MUSHROOM  
GENUINE TURTLE  
VEGETABLE  
CLAM CHOWDER  
CHICKEN NOODLE

**LARGE BOWL 15¢**

**1/2 Price**





# OVER 50,000 LUNCH COUNTERS NOW SERVE FAMOUS HEINZ HOME-STYLE SOUPS



**Washington, D.C.:** People of taste reside in the old Georgetown District... which may explain the immediate success of Heinz Home-style Soup as served at the Heinz Soup Kitchen in the Little Tavern, situated at Wisconsin Ave. and N Street.



**Dallas, Tex.:** The hungry lads of Southern Methodist University find that Heinz Home-style Soups stick-to-the-ribs, give plenty of energy. Marvin's new University Park Store keeps their favorite Heinz Varieties ready for quick service.



**San Francisco, Cal.:** When native sons or daughters want simple food, well served, they go to Dutch Mill Creamery, "south of Market St." Proprietor Erickson is proud of his victuals—serves Heinz Home-style Soups exclusively.



**Norristown, Pa.:** Near historic Valley Forge, on the Lincoln Highway, Nelson's Restaurant caters to a large number of motorists. They remember gratefully, among other delicious Heinz Soups, that Pennsylvania favorite—Heinz Pepper Pot!

# Our Soup Is Ready!

**Heinz Grand Home-Tasting Soups Are Waiting For You On The Lunch Counters Of The Nation. Home Recipes, Finest Ingredients, Small-Batch Cooking, Sealed-In Flavor Make Them The Favorite Quick-Luncheon Dishes of Millions**

AT LUNCHEONETTES and restaurants from coast to coast, Americans are sitting down to rich, old-fashioned soups that *taste and look* like the finest homemade kind! A wave of *good eating* is sweeping the country—thanks to the Heinz Electric Soup Kitchen!

Not so many years ago *you* wanted homemade soups in tins. And *Heinz* gave you the hearty, homespun kind of soups that used to simmer on grandma's cookstove years ago. *Now* you can enjoy these same mouth-watering favorites whenever you're dining out! For with Heinz Electric Soup Kitchen, the soup is heated

before your eyes in an individual electric cup—and served to you piping-hot in *two minutes!*

**Home-Tasting Because Made Your Way!**

Heinz chefs know that the only way to make soup taste homemade is to prepare it the old-time way. So we use old family recipes—brew the soups in small batches from choice vegetables, meats and poultry! All 23 kinds are ready to serve—the flavor *sealed in*.

Have soup for lunch tomorrow at your favorite counter, restaurant or soda fountain. And order Heinz Home-style Soups for your pantry. They cost less, and taste just like the homemade kind!

## HEINZ home style SOUPS

**OUR CUSTOMERS AGREE THAT NO SOUP TASTES LIKE HEINZ**



**Philadelphia, Pa.:** West Philadelphia's fashionable younger set patronizes the Marlyn Hotel's Coffee Shop. All agree there's no more popular number on the menu than Heinz Home-style Soups served steaming hot.



**Boston, Mass.:** "Just like mother's", say girl employees of the Insurance Company Building in Boston who flock to nearby Metcalf's Drug Store for fragrant, tasty bowls of Heinz Home-style Soups.



**Hollywood, Cal.:** Pan-Pacific Ice-Arena, largest enclosed skating surface in the world, knows how to satisfy hungry patrons. At gleaming lunch counters, bowls of savory Heinz Soups are eagerly sought for.



Copr. 1940  
H.J. Heinz Co.

**PROPRIETORS: Investigate These Colorful Ramekins For Soup Service**

Illustrated above is one of a series of attractive stoneware ramekins for individual service of Heinz Soups at lunch counters. These come in assorted colors—keepsouppiping-hot! Made available by H. J. Heinz Co. Check coupon for complete information.

H. J. Heinz Co., Dept. L9, Pittsburgh, Pa.

Please send me complete details about Heinz Electric Soup Kitchen and enclose descriptive material about Heinz two-minute service for my customers.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Kind of business operated: \_\_\_\_\_

☐ Check here if you want information on special Heinz Soup ramekins.

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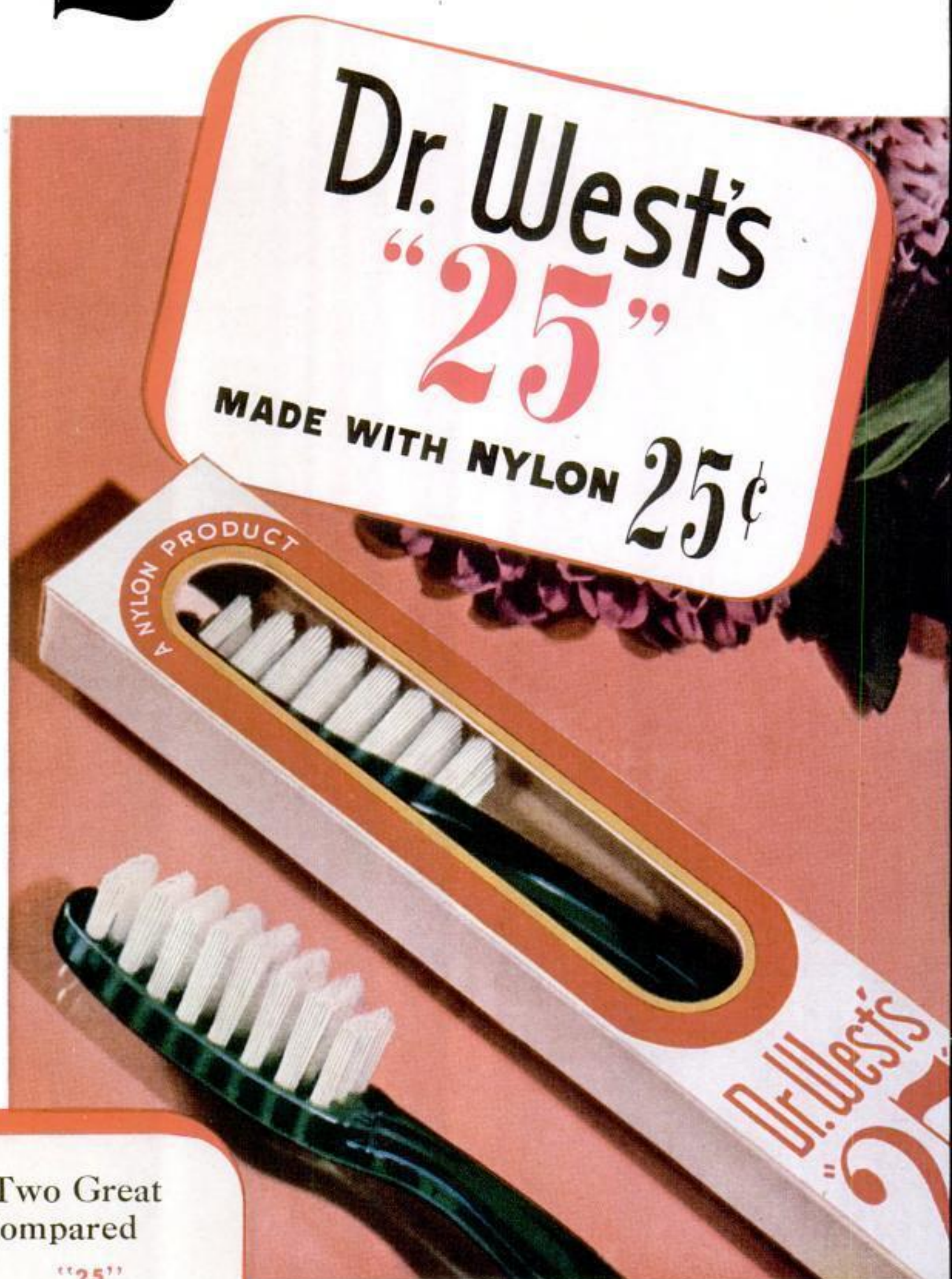
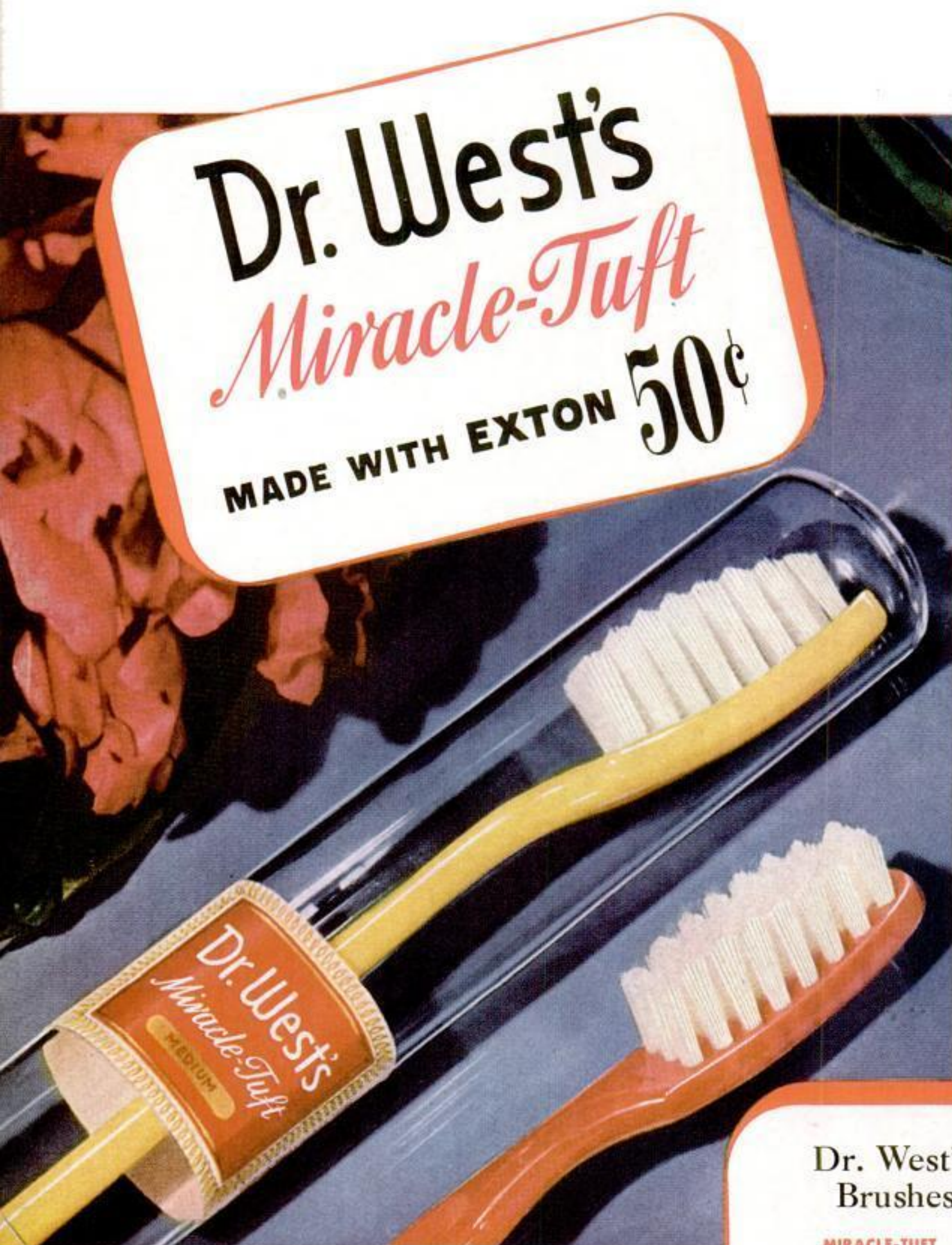




# In the name of beauty



## Dr. West's presents 2 great brushes



### THE SEALED-IN-GLASS QUALITY LEADER OF THE WORLD—

The *only* basic improvements ever made in a toothbrush are perfected in this finest of all tooth-cleansing instruments: *Exton* bristle, the unique bristle-like filament developed by Du Pont, and today offered only by Dr. West's; and *Dr. West's* exclusive glass package, making *Miracle-Tuft* the one brush to reach you surgically sterile, 100% germ-free.

One brushing with a *Miracle-Tuft* will convince you that here is the way to more attractive smiles, healthier gums, sparkling, brilliantly clean teeth. Even *Dr. West's* new "25", sensational achievement that it is, must bow to *Miracle-Tuft's* outstanding superiority. Available in a choice of shapes and textures.

### Dr. West's Two Great Brushes Compared

#### MIRACLE-TUFT

- *Exton* bristles— heavier texture, stronger, last longer
- Sealed in glass—the only surgically-sterile brush
- Finest handles

#### "25"

- *Nylon*— lighter than *Exton*, stronger than natural bristle
- Sanitary-sealed carton, cellophane wrapped
- Lighter handles

#### Both offer these 4 famous Dr. West's features

- 1 Scientifically-shaped double convex brush-head.
- 2 Perfected bristle anchoring— guaranteed no bristle shedding.
- 3 Precision-polished bristle ends protect delicate gum tissue.
- 4 *Dr. West's* 32 inspection safeguards.

Price slightly higher in Canada

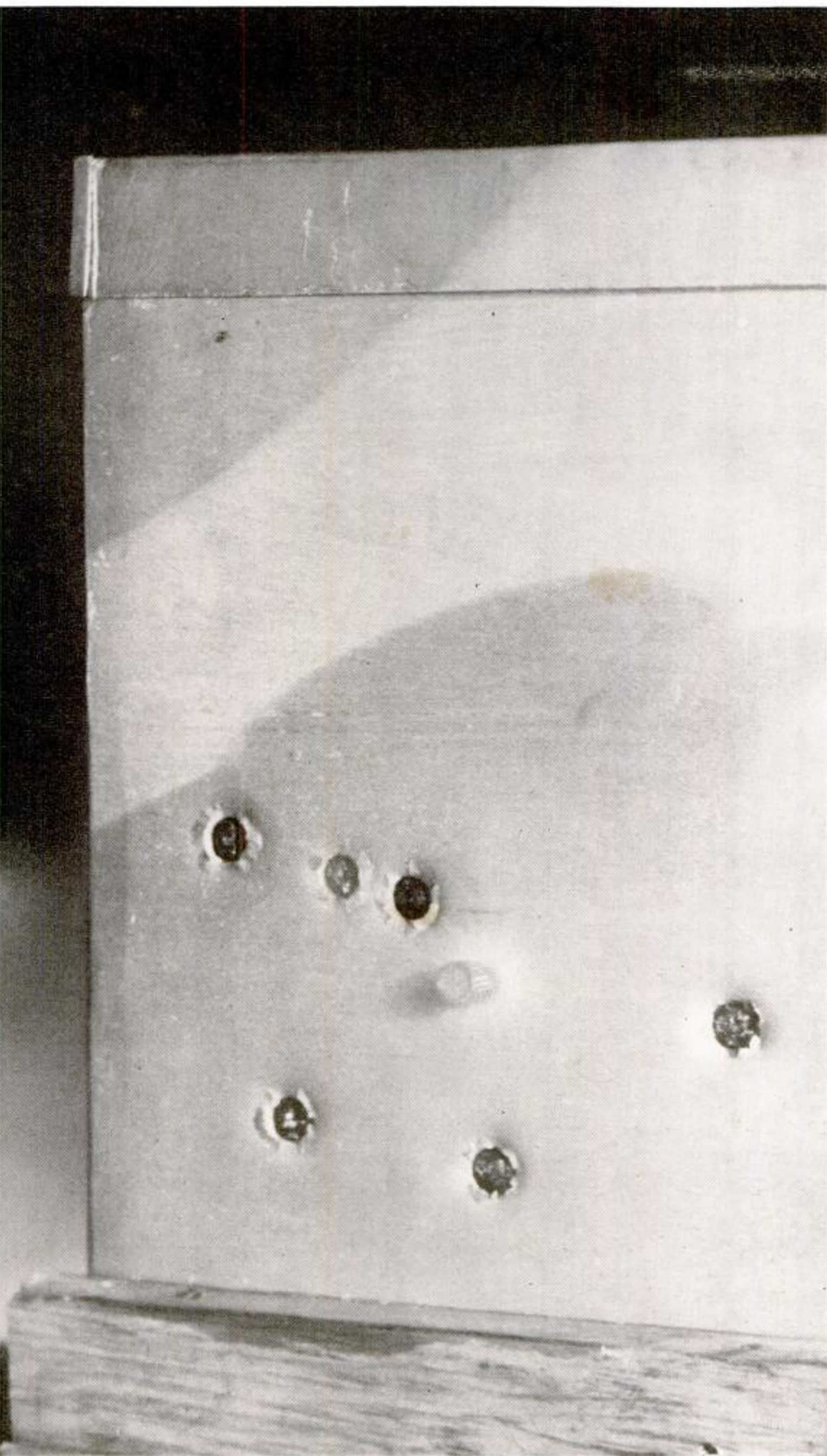
### FIRST TOOTHBRUSH EVER MADE WITH THRILLING NEW NYLON—

Now—*Dr. West's* presents another wonder brush: A brush made possible by the development of the new Du Pont Nylon bristle. Though lighter in weight than *Exton*, used only in *Miracle-Tuft*, the bristles of the "25" are superior to any natural bristle.

Offering a host of *Dr. West's* famous quality features, *Dr. West's* "25" like the *Miracle-Tuft* is non-porous, water repellent, anti-soggy. It will definitely outlast any and all natural-bristle brushes!

At this amazing low price, anyone can afford a *fine* toothbrush. But—for the *finest* brush you can buy now or ever... it's still *Dr. West's* *Miracle-Tuft*, 50¢! Choice of Regular, Professional and new Oro shapes.





**Two .45-caliber bullets** smack into leakproof gas tank. The metal at the point where first bullet is hitting can be seen momentarily brought to white heat. Photographer Mili's 100,000th-of-a-second exposure is fast enough to catch the heat pattern before it cools and fades.

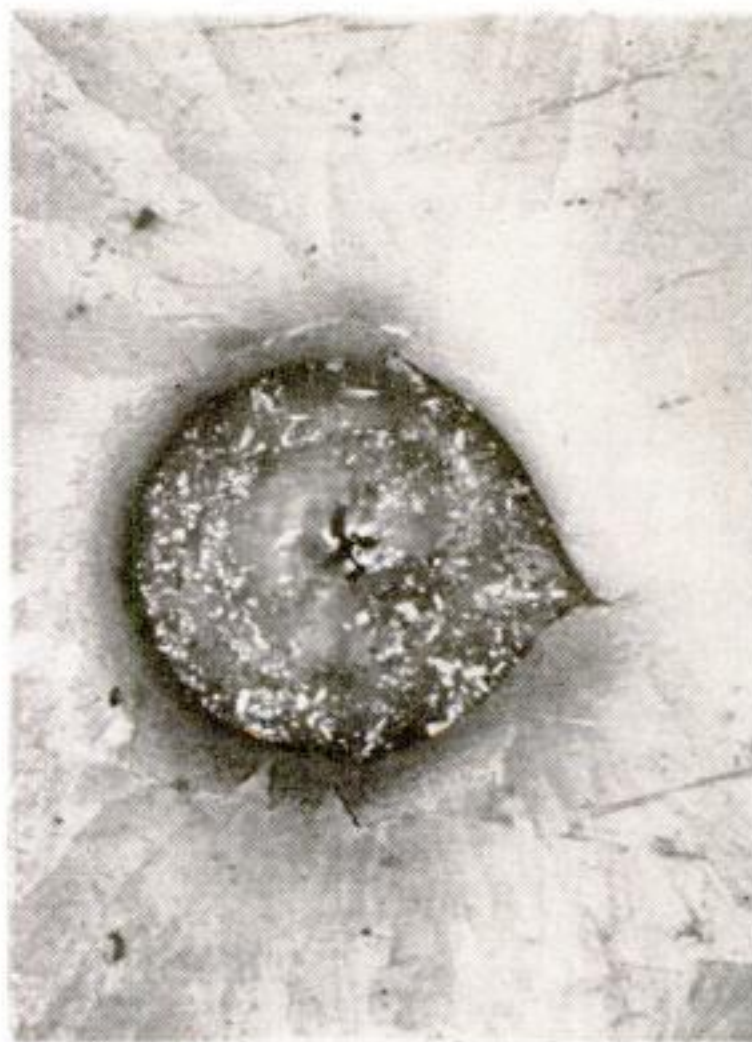


**Bullets emerging**, one already in air, the other (lower left) just breaking through, rip big holes in the metal, scatter little bits in the air. Mili's high-speed picture shows tiny bits of vapor resulting from the heated metal. Gasoline would show a more definite spray.

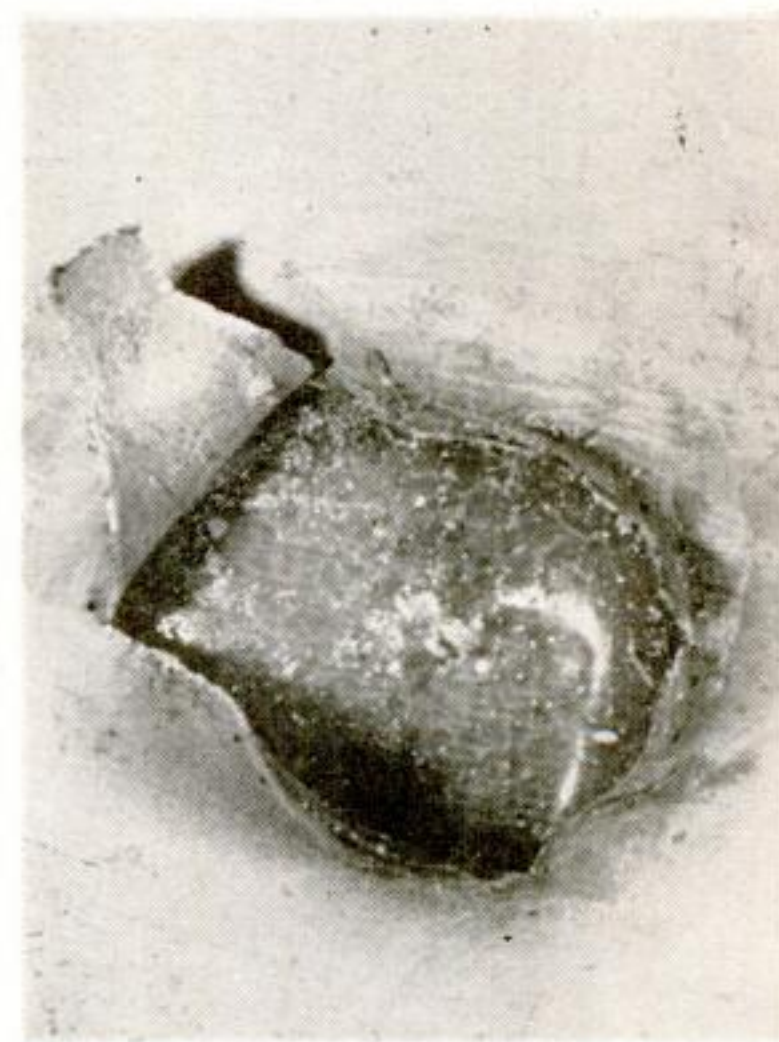
## LEAKPROOF GAS TANK WILL REDUCE HAZARD OF FIRE IN COMBAT FLYING

**T**he bullet-riddled gas tank shown here promises the solution of the oldest and gravest hazard in combat flying. Far more important than loss of fuel through leakage is the terrible prospect of explosion and fire, resulting from seepage of even small amounts of modern high-octane aviation gasoline. Quickly vaporizing, it can be ignited by tracer bullets, exhaust sparks or electrical contacts and turn a combat plane into a coming inferno.

Now being promoted by the Aircraft Protective Products Corp. of New York, this leakproof gas tank was tested by LIFE's Photographer Gjon Mili. His 100,000th-of-a-second pictures show that no gasoline escapes through bullet holes by vaporization. Secret of the tank is a lining made up of layers of synthetic resins and latex. Instantaneously self-sealing, its action is faster than that of any leakproof lining known to be in use in any of the world's air forces. Since it works by physical rather than chemical principles, neither gas nor motor is contaminated. Re-inforced, this lining can be used without metal container to provide commercial aviation with flexible fuel chambers that will not split open and explode in the severest crash.



**Entrance hole**, here much enlarged, is sealed tight by lining. Synthetic lining layer has high tensile strength, closes bullet hole to tiny slit.



**Exit hole**, with metal ripped wide open, is quickly sealed. This layer of lining swells up on contact with gasoline to close up the bullet hole.





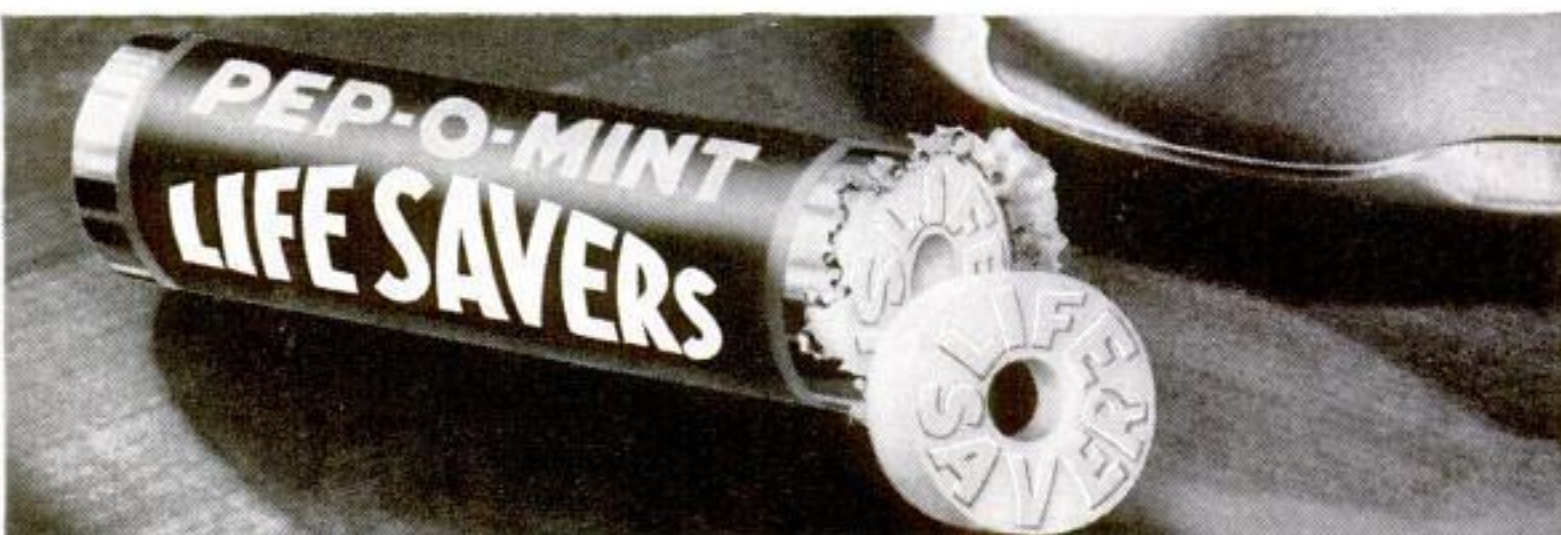
After you've been out with the boys, better have two things on the tip of your tongue: (1) a good excuse, (2) a breath-taking PEP-O-MINT LIFE SAVER.



Tie strings on all five to remind you to try FIVE FLAVORS—orange, lemon, wild cherry, lime, and pineapple, all in one package! Yummm!



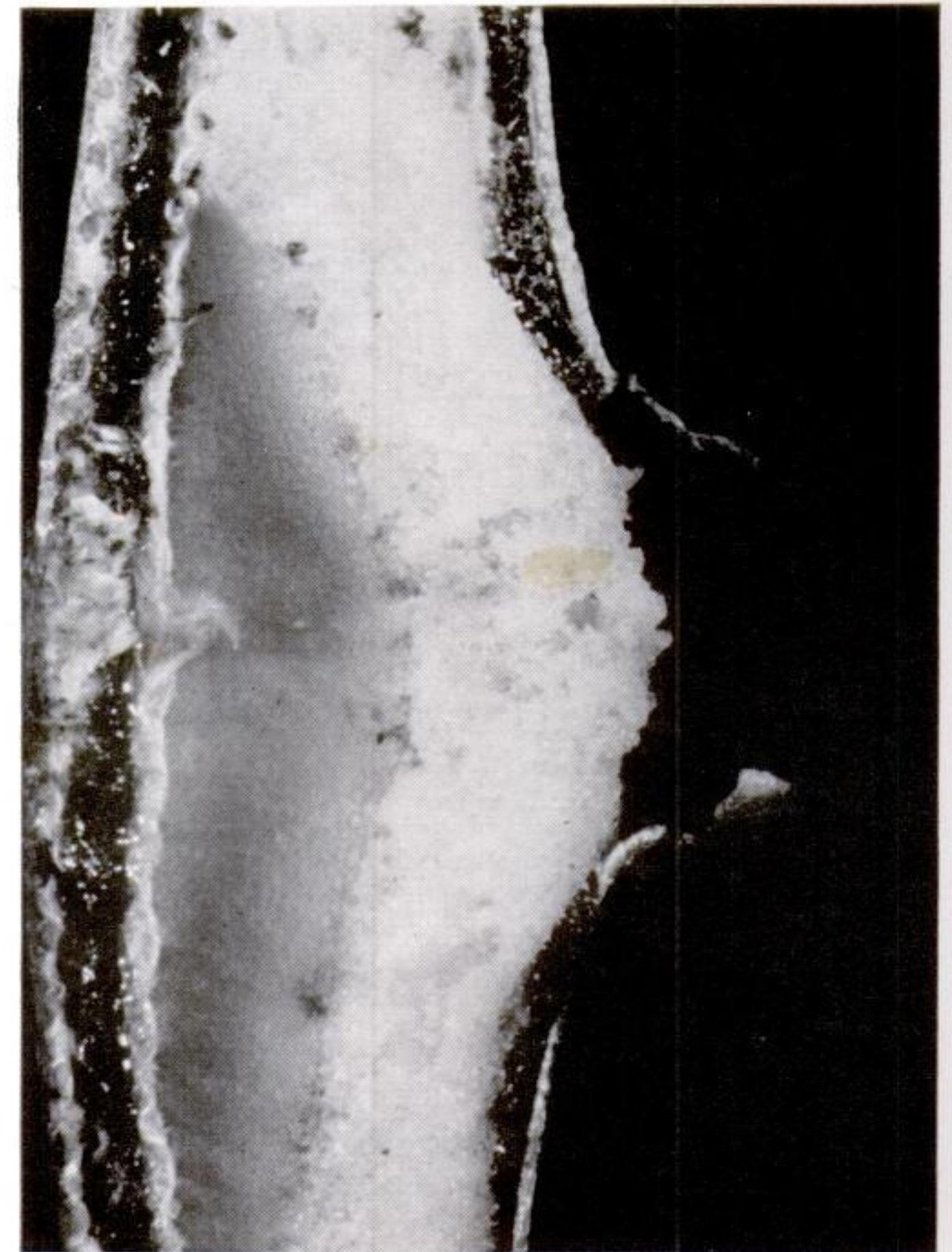
After you've eaten too much, eat one thing more, a PEP-O-MINT LIFE SAVER. It aids digestion, refreshes your mouth, sweetens your breath.



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. 14 delicious mint and fruit flavors. Sold everywhere. 5¢.



Layers of synthetics make up lining, here showing effect of bullet hole without action of gasoline. Each layer has special property. Outer layers through high tensile strength seal hole to slit. Middle layer expands by contact with gasoline (see below).



Action of gasoline on inner layers of lining makes them swell up and close the bullet holes. Process is not chemical but physical, depends on colloidal principles in synthetics used. Linings that work by chemical action contaminate fuel, gum up motor.





Here's how Ernest Wendt, parachute jumper, of 7531 12th Avenue S. W., Seattle, Washington, figures it:

"When I buy whiskey I always call for TEN HIGH. My taste says it's the richest, smoothest bourbon of them all!"



After 5 years I'm sold more than ever on **TEN HIGH**

Here's the verdict of Ward B. Richie, candid camera fan, of 506 N. Main St., Rockford, Illinois.



"For 5 years TEN HIGH has satisfied my taste for real old-fashioned bourbon."

## Here's inside information from *The "5-year Club"*

Kermit A. Scheer, real estate salesman, of 3312 Redman Avenue, Omaha, Nebraska, "talks turkey" about his favorite bourbon!

"Some people switch around from one whiskey to another but you'll never find one as smooth and satisfying as TEN HIGH."



I've saved plenty in the 5 years I've been drinking **TEN HIGH**

Says Jim Backus, radio announcer, of 10400 Brighton Road, Cleveland, Ohio.

Double your enjoyment with—



### The whiskey with "no rough edges"

All over America, men just like these you meet here, discovered the deliciousness of TEN HIGH 5 years ago. This rich whiskey satisfies the old taste-spot all ways—in highball, cocktail, or "neat"!

It's so smooth there's not a "rough edge" in a barrelful. Its "easy-to-take" price Doubles Your Enjoyment when you ask for TEN HIGH at your liquor store or bar!

# TEN HIGH

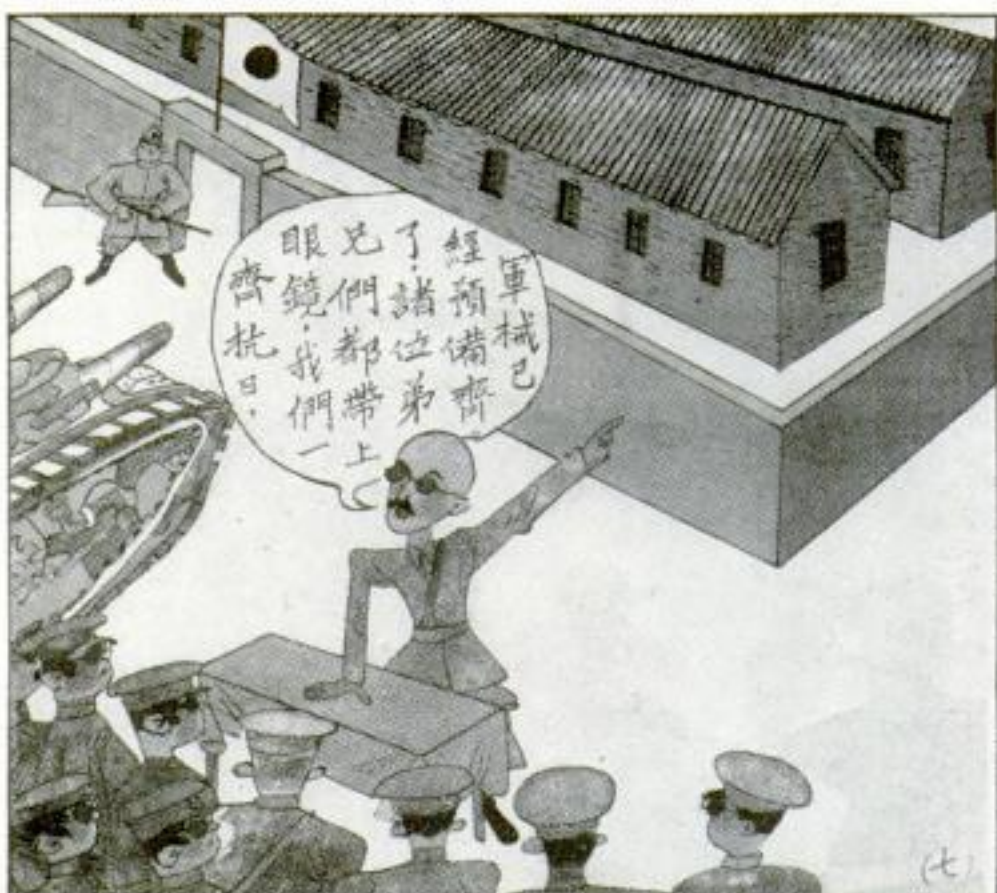
STRAIGHT BOURBON WHISKEY  
STRAIGHT RYE WHISKEY





Wang Ching-wei (front, center) is the most distinguished traitor the Japanese could find to head their "Chinese Gov-

ernment" of China. Oldsters beside him are chiefs of the executive, legislative, judicial and examination departments.



Comic strip shows Chiang Kai-shek exhorting soldiers to attack Japanese. All of them wear red (pro-Soviet) glasses.



Second stage of the story shows the red glasses falling from the Chinese soldiers' eyes, as Japanese (right) "resist" attack.

# PROPAGANDA BY JAPAN'S PUPPETS

The war in China no longer breaks down simply into Chinese and Japanese. As in all wars in all times, the Japanese have been able to find some Chinese who for various reasons are willing to be the false face on the Japanese conquest. These Chinese talk as if they were really ruling conquered China. That is the job Japan expects them to do. They thus present to the outside world an odor of respectability for the presence of 1,000,000 Japanese soldiers in China. Chief of these men is Wang Ching-wei (left), who has given his name to Free China's new word for doughnuts, "May Wei Boil in Oil."

Wang's job is to convince Chinese that he is the true, patriotic leader of China and that the Chinese armies battling in the hills under Generalissimo Chiang Kai-shek are the forces of chaos and banditry. Chaos is a thing Chinese from long experience of it especially abominate.

The magnificent propaganda put out by Wang and other puppets with the Japanese is subtle and bold. It takes the form of comic picture books for children (see below.) It is worked into the simplified spelling of the new alphabet. It is blazoned on big colorful posters in occupied cities and garrison towns. Some of these posters from the collection of Dr. David N. Rowe are shown on the following two pages. As can be seen, they are anything but crude or stupid.

The trouble is that they are a horrible travesty on the facts. They show fat, happy, laughing Chinese in the conquered areas. But many conquered areas of China are in a state of indescribable chaos, banditry and agony. A famine that will make Europe's famine look like a feast is already under way. The posters show orderly Chinese villages under Japanese control. But the Japanese are burning villages every day for harboring guerrillas and confiscate North China farm produce for their armies. The posters show kindly Japanese soldiers holding smiling Chinese children. But Chinese babies are eating dirt and their mothers have been raped by Japanese soldiers.

Despite all this, some Chinese patriots worked with Wang, until he signed a dictated treaty with Japan early this year. In this he gave the true picture of what his version of "Free China" would be. It would be supervised by the Japanese Army. It would have Japanese advisers in all departments, hand control of all factories, railways, airlines, mines, trade and mail to Japan and peg its money to the Japanese yen. This simple treaty blasts the false face from these charming posters.



Eyes open at last, Chinese recognize the Japanese as their true friends and saviors. Notice broken glasses on ground.





Smart Japanese propaganda tells Chinese that "peace" and "the new order" will come to China through Japan's puppet governments. This looks like a patriotic American poster.



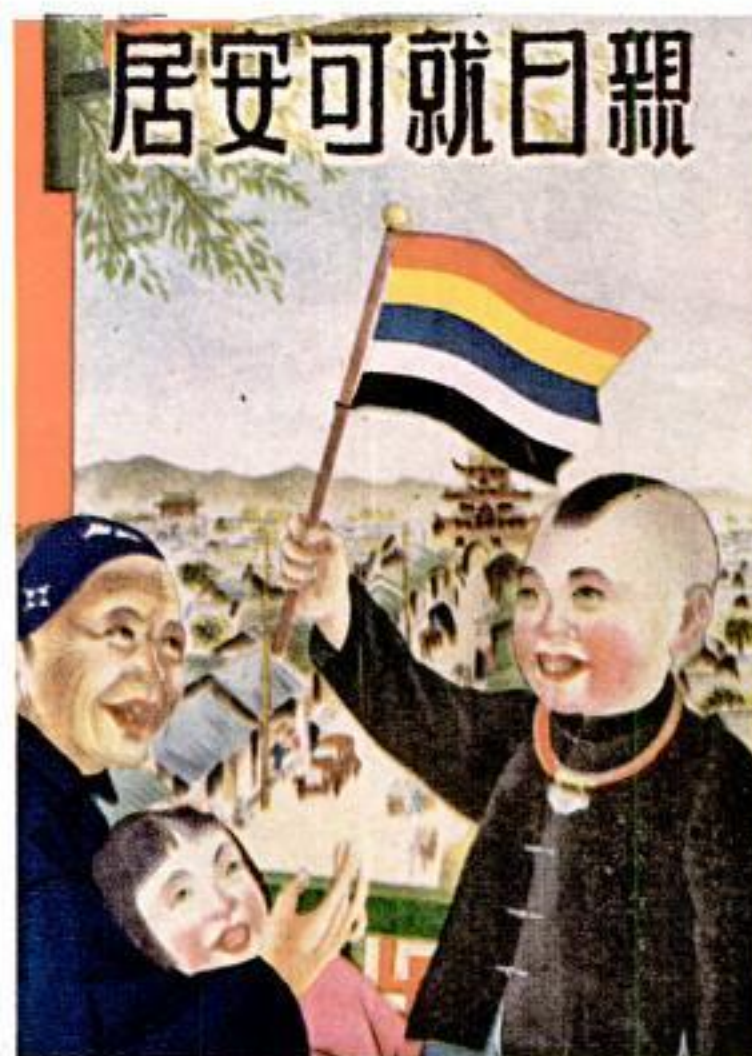
"Awakening" Chinese carry banners reading: "Let's have absolute trust in the Japanese Army," "Down with the Nationalist Army" (of Chiang Kai-shek), "Down with Communism."



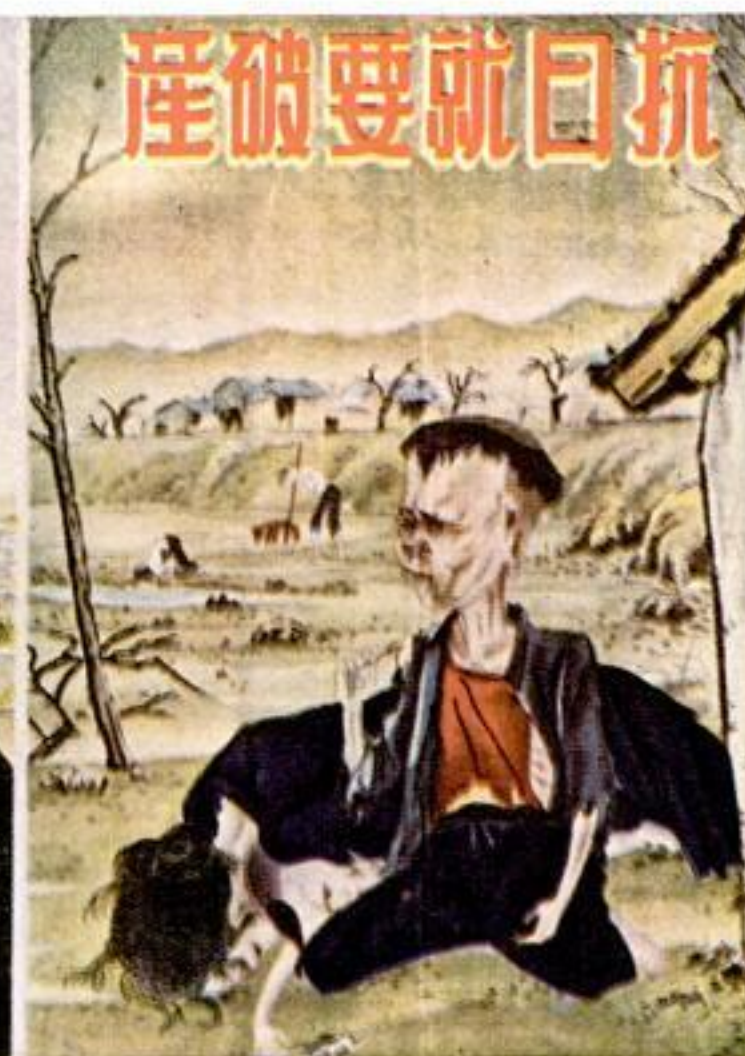
Japanese boy (right) ingeniously saves Chinese boy drowning in big water jar (Communism) by simply breaking the jar. This parodies old Chinese fable. "Peace," says the caption.



Chiang Kai-shek (center) is usually shown by Japanese propagandists as insane or crippled or both. Here he supposedly executes generals who have been defeated while officials crawl off at right toward the puppet government represented by Japan's glorious rising sun in distance.



Happy Chinese (left) are shown as samples of what "friendship toward Japan" brings, while "bankrupt" and haggard Chinese (right) are depicted (correctly in this case) as result of "resistance to Japan." This is a rare example of the threatening note in inspirational propaganda.



Papa Japan in soldier's uniform holds up Sonny China, fat and laughing, so that together they may watch the doves of peace (left) flutter over a new Japanese-controlled China.



Chinese girl, wearing insignia of the puppet New Women's association, cries out to the hard-fighting, heroic defenders of China: "Make a new order in East Asia," i. e., surrender.



"Growing new China," read Chinese characters, "makes the heaven and earth always bright and prosperous." This use of words to describe opposites does not deceive many Chinese.





# 隨婦唱夫息入作出



**Subtle** is this reminder of an old Chinese song whose point was that life was simple and what was the use of a government? It attempts to break down Chinese national patriotism.



# 平天下助協滿華日

**"Co-operation"** is slogan of little girl of Manchukuo (left) and little boy of China (right) who cling to arms of upstanding little boy of Japan (center). Everybody is thus happy.

# 華中新建重平和



**Reconstruction** and hard work is what the Japanese chiefly want from the conquered Chinese. This shows Chinese Man with a Hoe going out to do his best for Japanese conqueror.



**A Japanese vision** of the New China of the puppet governments shows a Chinese horseman being acclaimed by cheering crowd at the lower right while soldiers drive out the evil

faces of Stalin and Generalissimo Chiang Kai-shek (upper left) wreathed in hellfire. The flag is a return to the basic Chinese republican barred flag, now used by the puppet

Peking Government. At the upper right is a revelation showing (from left) Peking's Temple of Heaven, Forbidden City and gate tower. These symbols have great prestige in China.



NOW—  
All America

can have  
**JESTS**



## The Great, New, Tested Relief for Acid Indigestion

THREE years ago, Jests were just an idea. Scientists were put to work to create a new type of antacid...an antacid that would not only give fast relief from acid indigestion, sour stomach, heartburn and similar distress caused by temporary excess stomach acid...but that actually would give *longer* relief! It had to be pleasant and convenient to take, too.

Months were spent in patient laboratory testing and clinical research. Experiment after experiment was made. And then—success! The Jests formula finally was perfected! Jests were put on sale in a few cities.

One month—six months—eighteen months passed. The people bought Jests! They came back for more! Delighted users, when traveling, began to ask for Jests in cities where they were not yet on sale. Druggists, the country over, started getting calls for Jests.

We thought we were right. Tests *proved* we were right... Now all America can have Jests!

### WHAT MAKES JESTS DIFFERENT?

Jests are different...*very different!* First of all, they employ an entirely new formula, reflecting the latest scientific thought in the gastric antacid field.

Jests look and taste "jest" like after-dinner mints. You

chew them up or let them dissolve in the mouth. The moment they enter the stomach, Jests go right to work, reducing the excess acid which causes distress. *You get relief almost instantly!*



PLEASANT TASTE

And here's the biggest point of difference! Once their first-aid job is done, Jests act to give you *longer* relief. A special added ingredient, in effect, "sponges up" the excess acid as it forms in the stomach, thus helping to avoid a return of discomfort.

### YOU CAN TAKE JESTS WITH CONFIDENCE

Jests employ the same effective ingredients that many doctors use in their own prescriptions for the treatment of gastric hyperacidity. They contain no bicarbonate of soda or other raw alkalis. Jests are not constipating—not a laxative. They will not form a habit.

Carry Jests with you wherever you go... "jest" in case. Jests are put up in handy little rolls which may be slipped conveniently into your pocket or purse. Each roll is equipped with a special "Protector Top" which fits over the opened end, and keeps the last tablet as clean and fresh as the first.

No matter what kind of antacid you may be using now, you owe it to yourself to try Jests. You can get them at any drug store.



PROTECTOR TOP



When you've EATEN unwisely



When you DRINK too much



When SMOKING distresses you

**Acid Indigestion?**

DUE TO TEMPORARY EXCESS STOMACH ACID

LAUGH IT OFF  
WITH A 'JEST'



10¢ 3 ROLLS - 25¢

**FREE! GENEROUS SAMPLE**

Jests, Inc., (Dept. L-1) P. O. Box 1,  
Times-Plaza Station, Brooklyn, N. Y.

Please send me, free and postpaid  
a generous trial package of Jests.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

(Paste coupon on a penny postcard)





### ONLY THE RIGHT GRIND GIVES YOU ALL THE FINE FLAVOR

The brewing of good coffee is a simple matter—just bringing ground coffee and hot water together for the right length of time. The time differs according to the type of coffee pot used. Some pots hold the water against the grounds constantly, some intermittently, some just passing through. Where the contact is constant the ground coffee should be coarse, where not constant the grind should be finer.



In the regular coffee pot, boiling water is in constant contact with the coffee. Have your A&P Coffee ground coarse.



Percolators force water over the coffee intermittently, so be sure to use medium ground A&P Coffee in your percolator.



In drip pots water goes through the coffee grounds only once; therefore you should have your A&P Coffee ground fine.



In vacuum pots the contact is briefest of all—up goes the water, down comes the coffee. You should use A&P Coffee ground extra fine.

**SUE:** It's simply marvelous - what's your secret?  
**NANCY:** Bean coffee, Sue - and **CUSTOM GROUND\***

"We had a 'coffee problem' in our family—just couldn't get coffee to suit us. Then I discovered the kind I was using wasn't correctly ground for my coffee pot. Next I found I could buy freshly roasted coffee beans at A&P and have them ground while I watched—*custom ground*—exactly

right for my coffee-maker. And, my! It makes all the difference in the world—well, you've just commented on the delightful flavor—and now coffee is the best part of every meal at our house."

**AT ALL A&P FOOD STORES**

\*Custom Ground Coffee is what you get from the coffee mill in each A&P Store. Tell the clerk the kind of coffee pot you use, so he can select the right one of seven grinds to give you fullest flavor.



### NO OTHER COFFEE GIVES YOU ALL THESE ADVANTAGES

- Coffee that's the pick of plantations.
- Selected and bought by A&P's own resident experts in South America.
- Roasted to flavor peak in A&P's exclusive flavor control roasters.
- Sold in the flavor-sealed bean in A&P stores.
- Custom Ground when you buy...exactly right for your coffee pot, to bring out all the magnificent flavor.



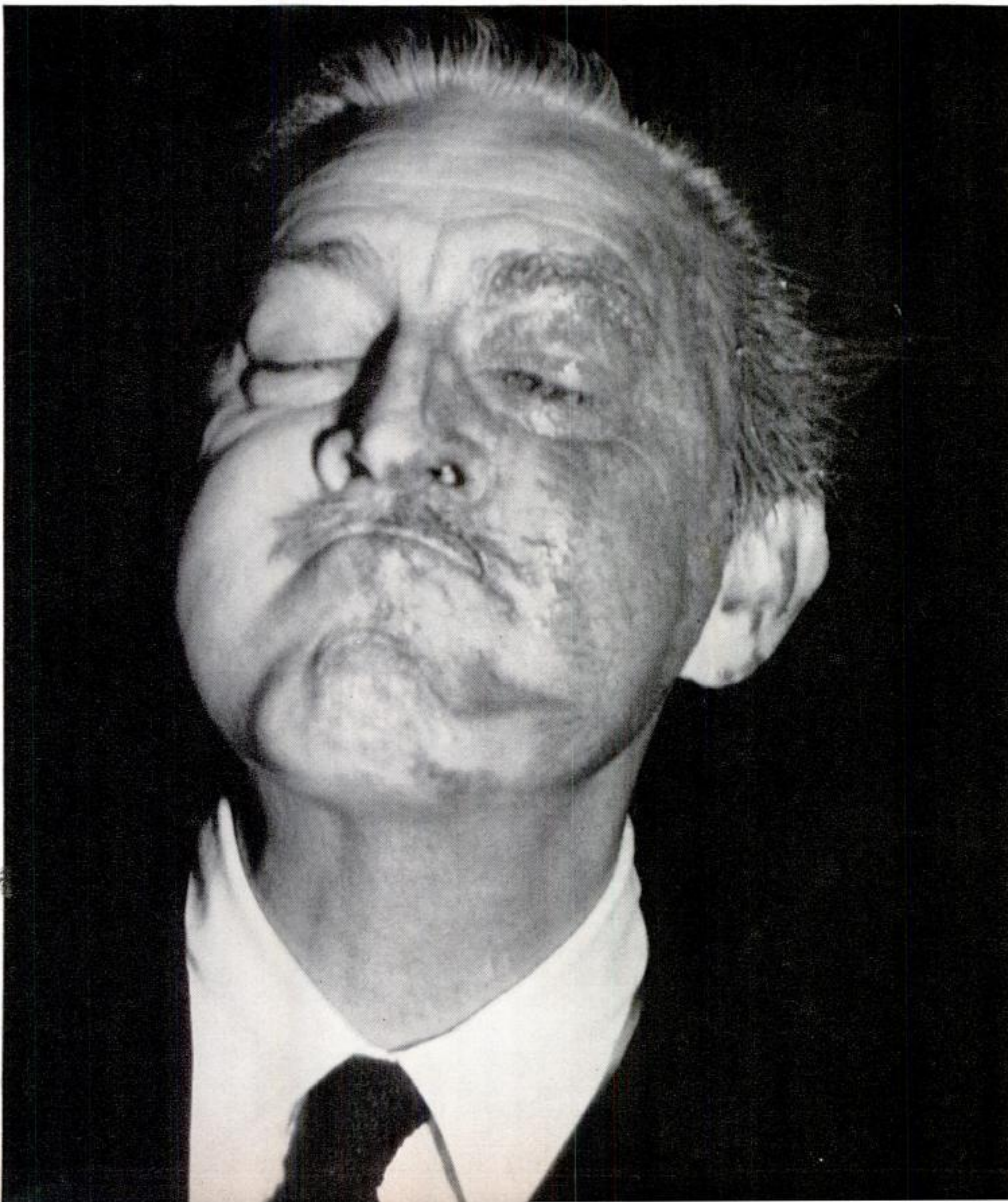
**COFFEE OF MAGNIFICENT FLAVOR—  
ENJOYED BY EVERY 7th FAMILY IN AMERICA**





Barrymore cleans out concrete from his ear after immersion. Movie publicity men with no appreciation of Barrymore's showmanship had brought along a plaster cast of

their client, but he surprised everyone by using the real thing. Afterward an accompanying houri, blonde and blue-eyed Mary Beth Hughes, personally laved the great man's visage.



# GREAT PROFILE SET IN CEMENT

Barrymore, departing, leaves a  
faceprint in the sands of time

Viewed from the side, there protrudes from the well-preserved physiognomy of John Barrymore (aged 58) an osseous eminence famed throughout the theater-going world as The Great Profile. In a purely physical sense this natural phenomenon was preserved for posterity recently by the hand of a man named Sid Grauman, who shoved it into wet cement before his Chinese Theatre in Hollywood. There it was immortalized alongside imprints of Tom Mix's horse's hoofs, Harold Lloyd's glasses, many foot and handprints of the great. The Great Profile's owner quipped, "I feel like the face on the barroom floor."

But the oldtime matinee idol was already celebrated for his cross-country amours, his Rabelaisian wit, his ready approach to publicity. As for the last, his clowning in concrete was partly a plug for his new movie, *The Great Profile*, outgrowth of the play *My Dear Children* in which bibulous Barrymore convulsed Chicago and New York audiences with a play-by-play burlesque of his own extraordinary career.

At present he has two plans for the fall. One is a movie called *The Invisible Woman*, which is, fortuitously enough, the current status of his wife Elaine ("Ariel") Barrie, who at the moment refuses to see him. The other is Barrymore's ambition to play Macbeth in the huge Hollywood Bowl. When asked how he would remember his lines, which he usually reads off a special blackboard at the studio, he retorted quickly, "I'll have them use skywriting."

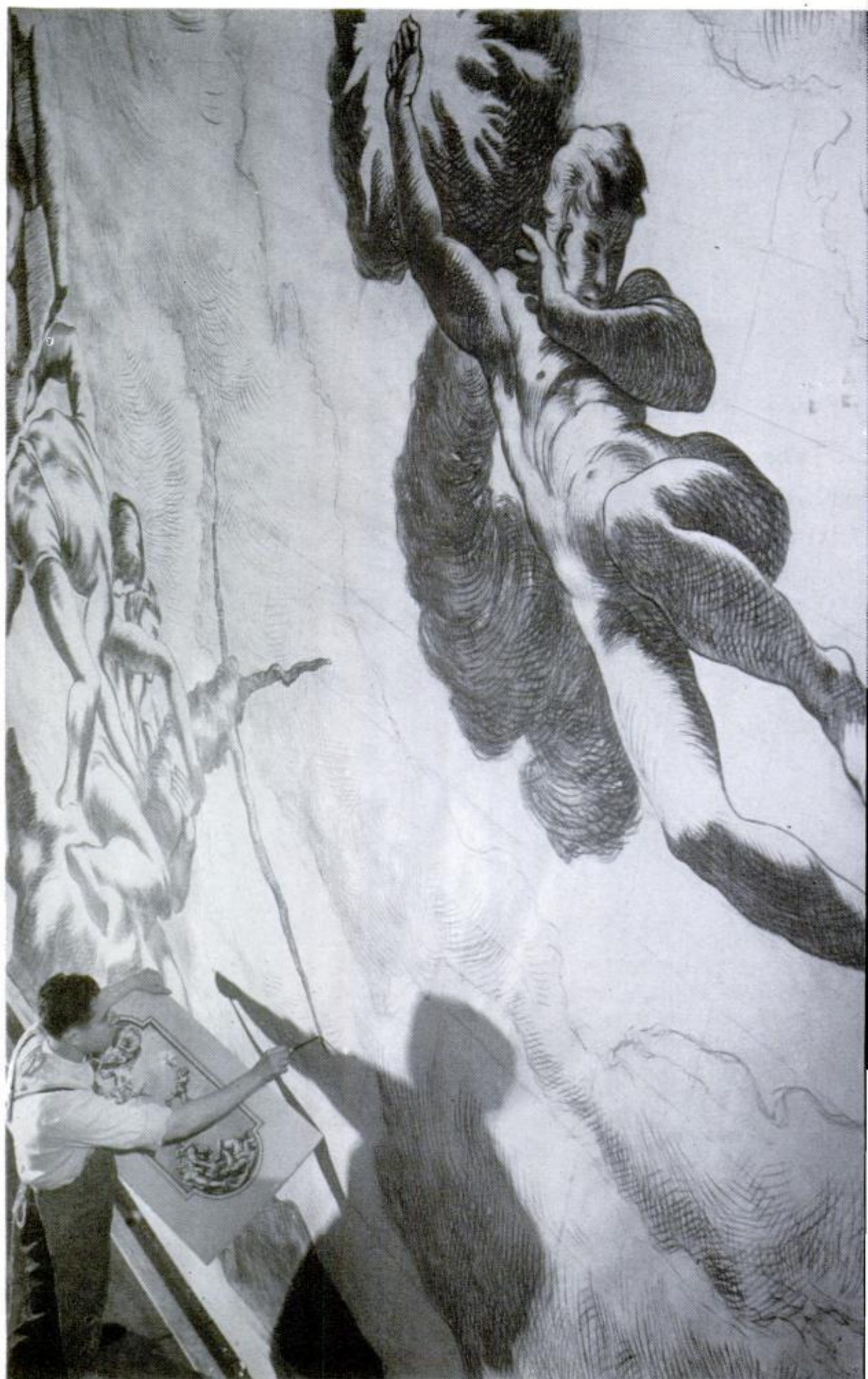


Sid Grauman pushes Profile into wet cement at his Chinese Theatre beside footprints of Pickford, Fairbanks, Dressler.





Laning paints a lady for the Moses panel, 16½ ft. high, which you see on the opposite page as it appears in New York Public Library. He mixes egg-tempera paint on dinner plates.



For library ceiling Laning copies a small sketch onto a huge canvas which soon will be pasted overhead. It shows the Greek hero Prometheus bringing the flame of knowledge down to earth.

## NEW YORK LIBRARY WAITS 40 YEARS FOR THESE MURALS

After waiting 40 years, the New York Public Library has chosen an artist to decorate its walls. He is sturdy, sandy-haired Edward Laning from Petersburg, Ill. This summer in the big building at Fifth Avenue and 42nd Street he installed four panels showing the history of printing. Now he is at work on the ceiling sketch shown above. *LIFE* readers saw his work in *T. R. in Panama* (*LIFE*, May 15, 1939), first of this magazine's specially commissioned historical paintings.

Before he was hired, Laning had to overcome several handicaps. He was only 32. He was employed by the Federal Art Project, which in some circles was looked at askance. He was well-known but not a big name. In the past the Library's trustees had considered having John Singer Sargent and James Whistler paint their panels, and still wanted somebody venerable and renowned. But two years ago Isaac Newton Phelps Stokes, Library trustee, saw and liked young Laning's WPA murals at Ellis Island. After sketches were submitted, the trustees finally approved of Laning. He was paid \$21.90 a week.

Because painting a mural requires almost as much

space as building a dirigible, Laning worked in an abandoned church. He projected his sketches onto huge canvases with a magic lantern loaned by Reginald Marsh. Thus he was able to trace the enlarged outlines of his original designs.

In the church several WPA theatricals were rehearsing. Laning had to paint Moses and monks to an accompaniment of brass bands, ballet dancing. Later he moved to a warehouse where he set up three gas stoves to keep warm. "Big worries here," he says, "were the danger of fire and the knot holes in the ceiling through which the workmen on the floor above peeked at the model posing for the woman in the Moses painting." To finish ceiling he is working now in a Hudson River pier.

With his wife, who is also an artist, Edward Laning lives in New York. He enjoys crowded street scenes, paints them with a warmth and flourish that suggests Rubens. With his liking for people, Laning is glad that to the Library where his murals are now on view nearly 11,000 people come daily, making it the most-used library in the world. Says he: "My murals don't condescend to people. What I've tried to do is to paint pictures that are sensuous, alive and real."

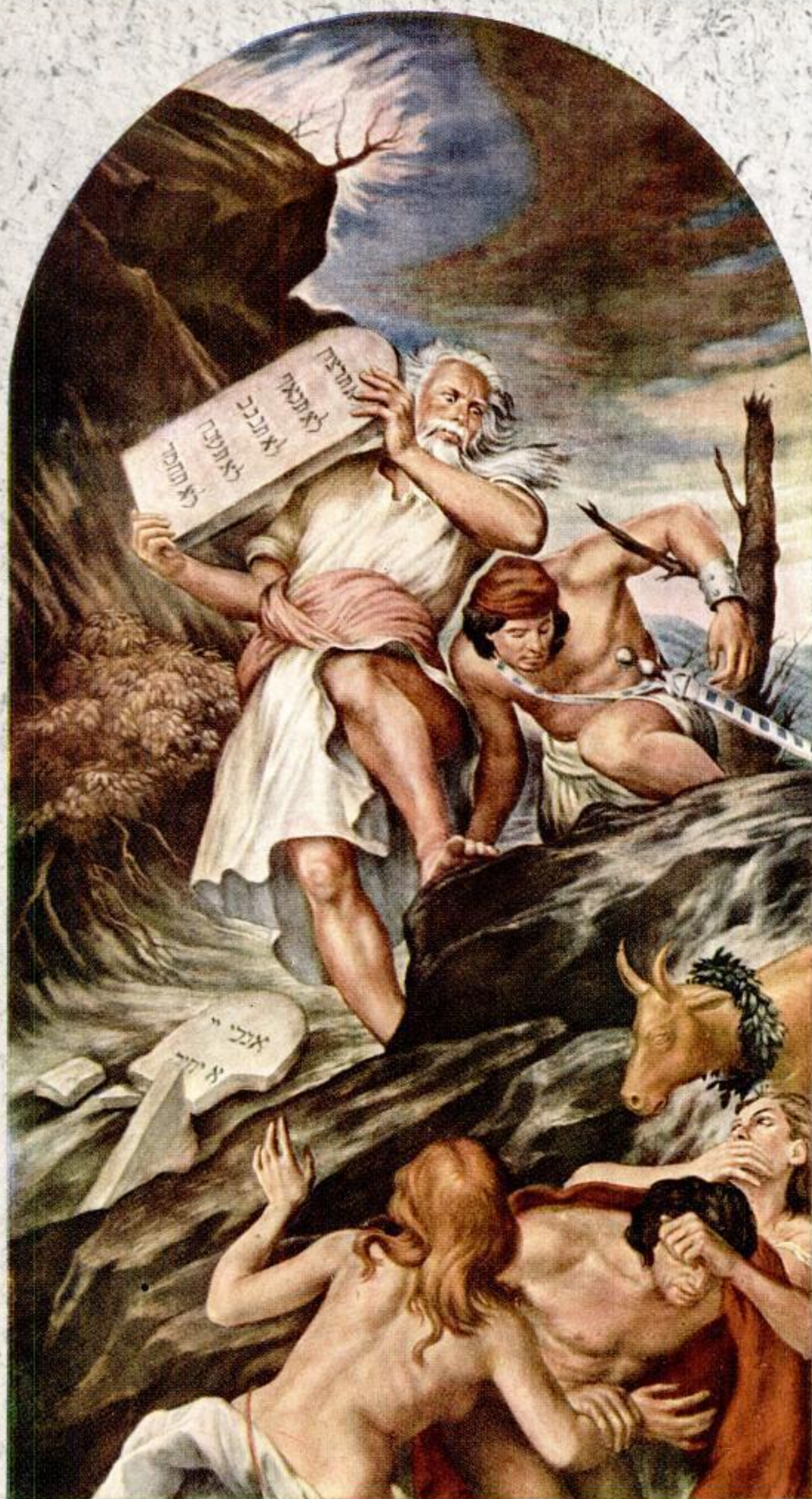


LANING LOOKS AT HIS LIBRARY MURALS

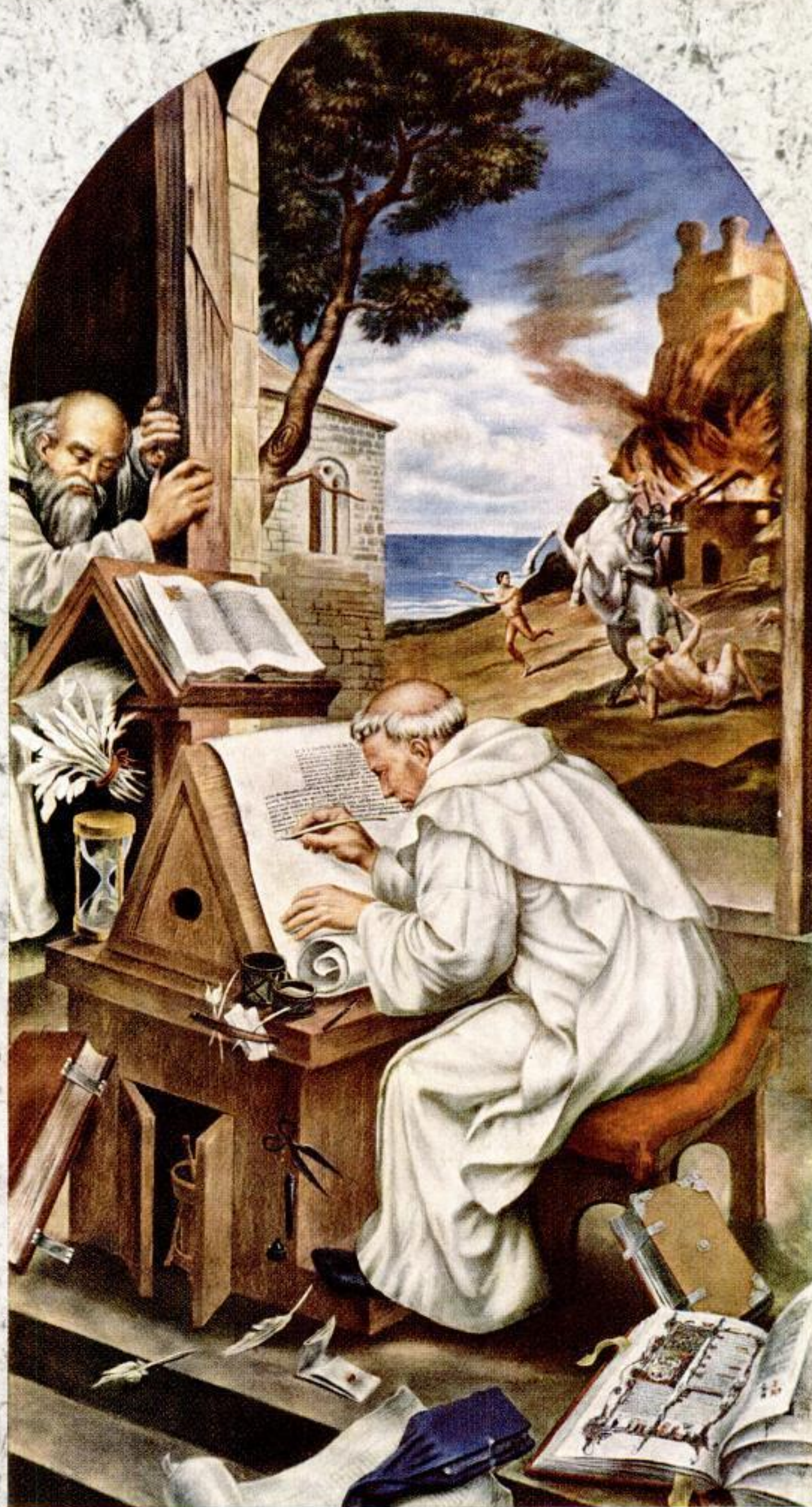




"LEARNING TO READ" IS ONE OF THE TWO LUNETTES PAINTED ON THE WALLS BETWEEN THE MAIN MURAL PANELS. THE BOY BEGINS WITH "ONCE UPON A TIME..."

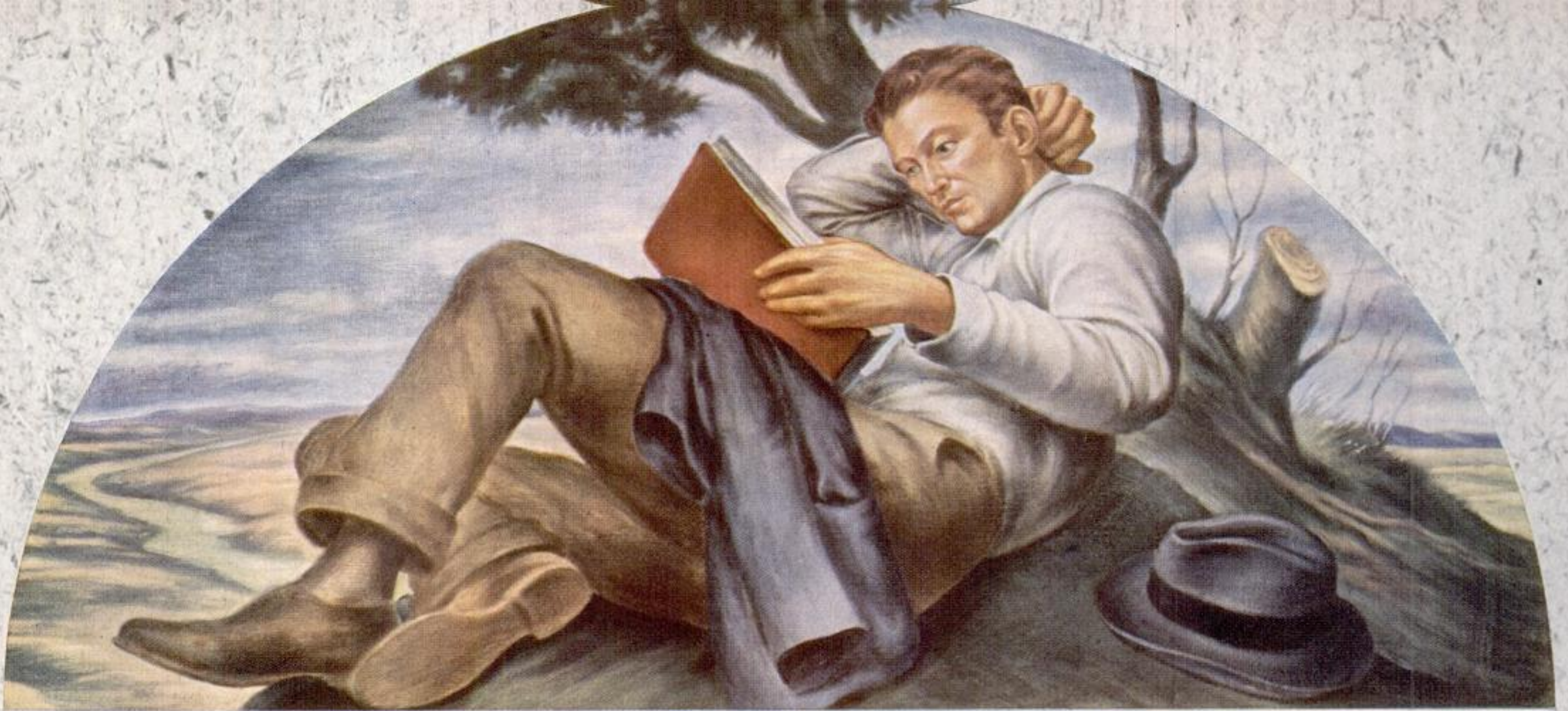


**Primitive tablets** of stone or clay were the earliest medium for recording the written word. In this first panel Moses comes down from Mt. Sinai bearing the two tablets on which the Lord has engraved His commandments. Finding his people worshipping the golden calf, the enraged patriarch shatters the tablets on the ground.

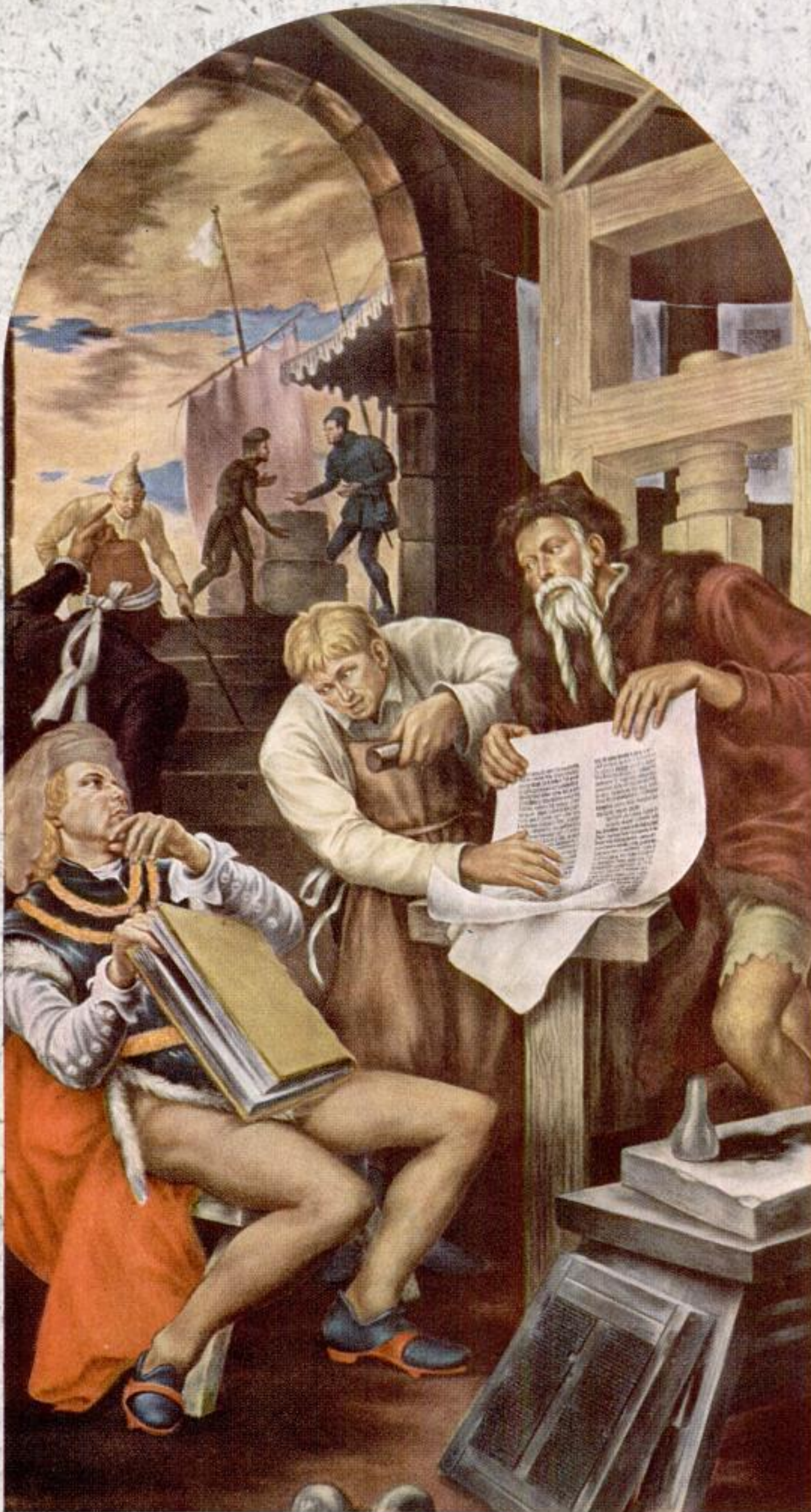


**Medieval manuscripts** were written with reeds on heavy parchment by copyists who shut their monastery windows and their monkish minds against the cruel struggles of the outside world while they kept alive the records of antiquity. In the lower right is the famous 14th Century *Tickhill Psalter*, exactly copied in this mural.





"THE STUDENT" IS THE SECOND OF THE LUNETTES. THEIR PURPOSE IS TO SET OFF THE HISTORICAL PANELS WITH MATTER-OF-FACT CONTEMPORARY PEOPLE



**Movable type** was first used in Europe in the 15th Century and was probably invented by Johannes Gutenberg of Mainz. Here in his primitive print shop the bearded inventor exhibits a proof of his great Bible to the Elector of Mainz, who though he looks dubious in this painting actually gave Gutenberg a life pension.



**Mechanical typesetting** was first used importantly in 1886 by the New York *Tribune*. Here Whitelaw Reid, editor of the *Tribune*, examines the first newspaper set by linotype. The linotype's inventor, Ottmar Mergenthaler, leans on his machine, looking out on a newsboy hawking an extra. Brooklyn Bridge looms in the background.





How to get the supreme luxury comfort of the New, Deeper Beautyrest . . . for only a penny a night!

## Simmons' Common-sense Guide to Mattress-buying



### 1. "Plain comfort" . . . or "luxury comfort."

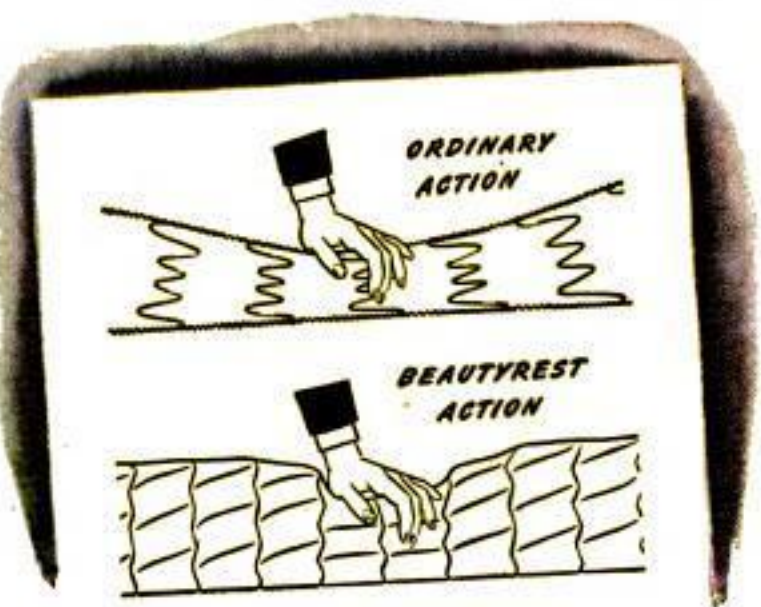
You can't tell how comfortable a mattress is by looking at it in a store.

For comfort is a matter of construction—not looks. A mattress with only fair-to-middling "insides" can give you only fair-to-middling comfort. Beautyrest features a different kind of mattress construction. It brings you blissful, heavenly comfort . . . lets you rest in supreme luxury . . . every muscle relaxed . . . on the *deepest* Beautyrest ever made!



### 4. How to be sure a mattress keeps its shape.

Some mattresses look fine for a few years . . . then the edges collapse—lumps and hollows form. This can't happen to Beautyrest. For Beautyrest has a patented sag-proof edge that keeps edges resilient and erect for the entire life of the mattress. (P. S. Beautyrest never "lumps" up—so it needs less turning. After the first few months, 4 or 5 turnings a year are plenty.)



### 2. Not all mattresses work alike.

In the "ordinary" mattress, springs are tied together by wire. As you press one down, the springs around it go down too—forming slopes and hollows.

In the radically different Beautyrest, each spring yields *independently* to the slightest pressure of your body. You get luxury comfort. Only Beautyrest can give it to you. *We know.* We make both kinds: the luxurious Beautyrest and the "ordinary action" mattress.



### 5. What makes a mattress stay "fresh" inside?

Some mattresses get musty and stale-smelling inside. That's because they aren't able to ventilate themselves. Beautyrest has 8 real ventilators—not "false" ones. They "breathe" in fresh, clean air, expel the stale air—keeping Beautyrest always sanitary and fresh, even in to the center of the mattress.



### 3. How to be sure the comfort will last.

A mattress that can't keep its original comfort is a questionable bargain. In tests made at the United States Testing Company, Inc. (Certified Test No. 11760), Beautyrest lasted *three times longer* than any of the 17 different makes of mattress tested. So we're conservative in guaranteeing Beautyrest for 10 years' service. However, based on these tests, we believe it will keep its luxury comfort *even longer!*

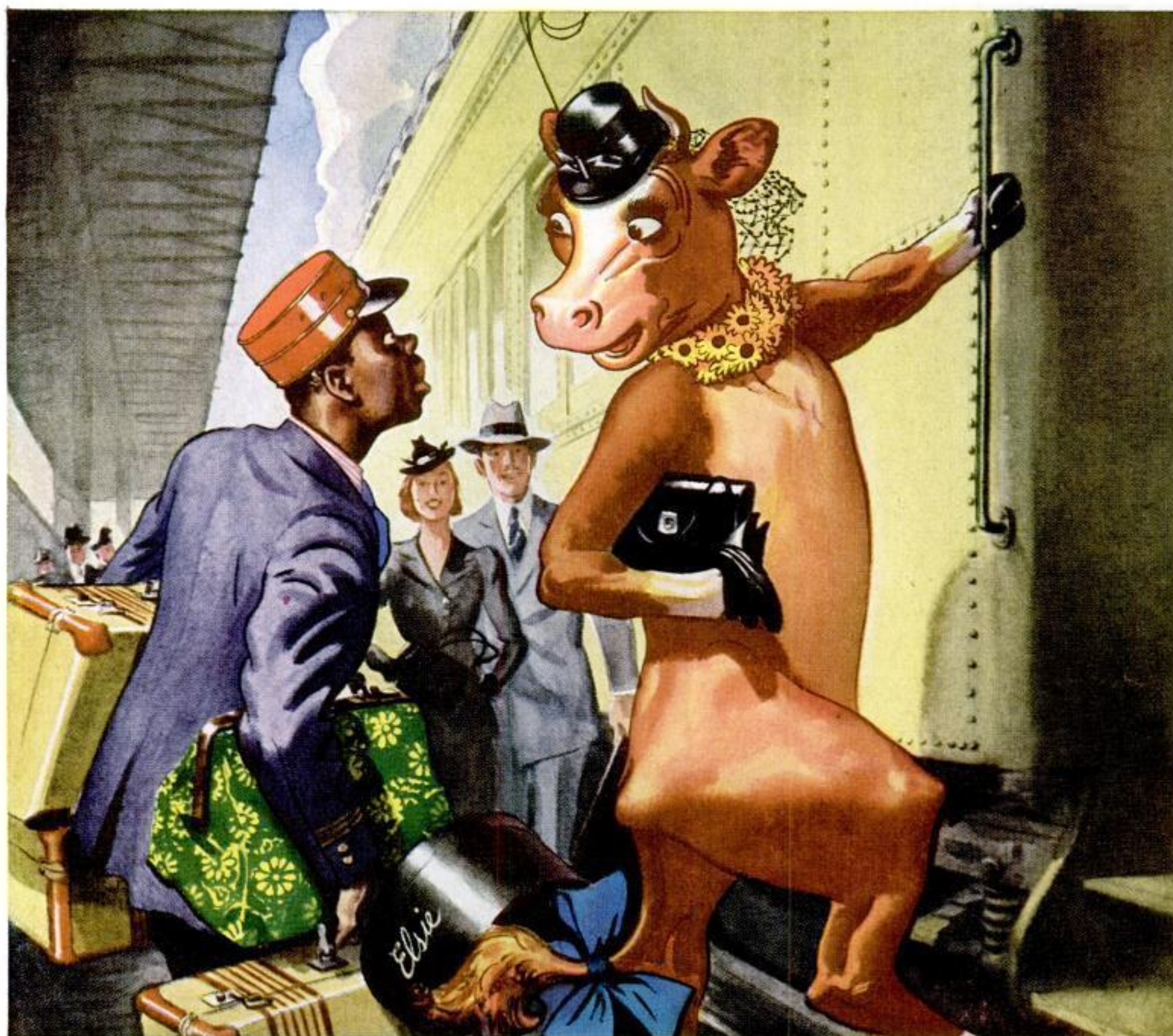


### 6. What's the right price to pay for a mattress?

Naturally, the right price is the one that gives you most for your money. We believe Beautyrest does this. It sells for \$39.50. Based on our 10-year guarantee, the price comes down to about a *penny a night!* Where else, we ask, can you get *so much mattress* at so low a price! Buy a Beautyrest today. And never accept a mattress "just as good." There isn't any!

Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.





## "What's so funny about me going to Hollywood?"

ELSIE, THE BORDEN COW, glared haughtily at George, the Red Cap.

George stopped his chuckling. After all, he hadn't got his tip yet. He tried to explain: "Ah was jus' thinkin', ma'am, dat your type—well, you may find it pretty tough makin' good out there."

Elsie retorted: "I've already made good—that's why they've asked me to come."

"They has?" said George in amazement. "But has they *seen* you? Ah mean, you got to pass one of them screen tests, you know."

"Pooh!" said Elsie, confidently. "That'll be easy—after the way I keep passing every test Borden experts and veterinarians can think up."

"B-but, ma'am," queried George, "has you got oomph?"

"Better than that," replied Elsie. "I've got milk that's got more oomph than you can shake a valise at."

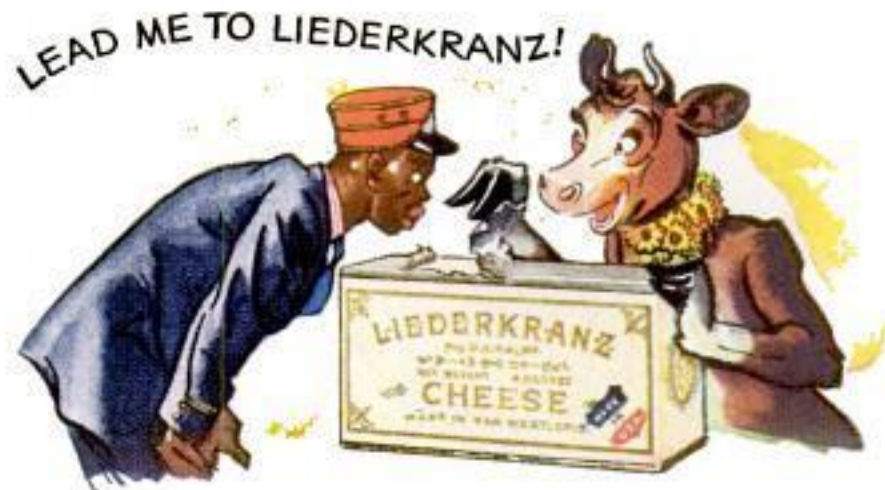


Furthermore, it's such wonderfully pure, good milk, it helps to make loads of *other* things that are just brimming with oomph....Do you know Liederkrantz?"

"N-not unless he's dat stout gentleman Ah just helped into Lower Nine," admitted George.

Elsie explained patiently: "Liederkrantz is a creamy, golden-crust Borden Cheese. It's the famous Ameri-

can dessert cheese of strictly 100% American origin—and a noble example of the score of delicious *Borden's Fine Cheeses* I have to my credit. They're all *me* to begin with, you know—just as my two best-known *canned* super-productions are."



"My, my," breathed George, admiringly, "you is talkin' like Hollywood already!"

"Well, those two *deserve* it," insisted Elsie. "All over the land, there are cooks who wouldn't dream of making cake frostings or cookies or candies with anything but *Borden's Eagle Brand Sweetened Condensed Milk*."



"M-m-m," smacked George. "Dat sure sounds reasonable to *mah* sweet tooth!"

"And as for *Borden's Irradiated Evaporated Milk*," went on Elsie, "that not only gets a great hand from cooks for helping make lovely cream soups and mashed potatoes—it also is suggested by physicians for in-

fant formulas, because it's so digestible and rich in Vitamin D."

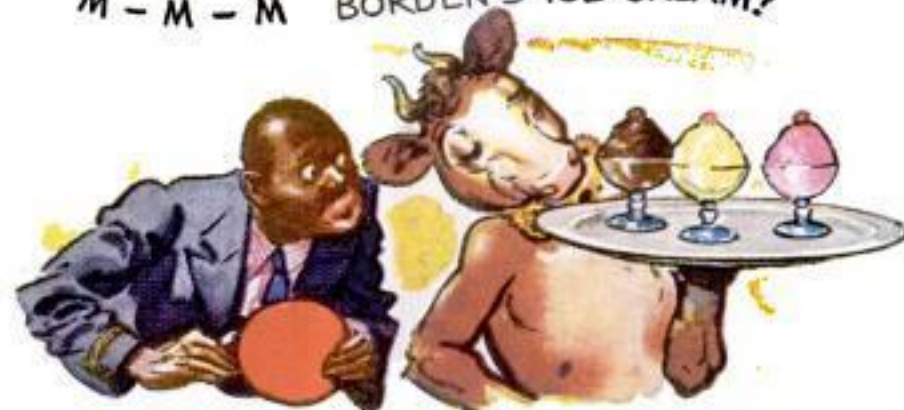
BORDEN'S EVAPORATED IS RICH IN VITAMIN D!



"Slap me down," exclaimed George, "if you hasn't more on de ball dan any movie star *Ah* ever see!"

"I'm so glad you think so!" beamed Elsie. "Especially when you haven't even heard about two of the very best ones. For instance, I'm terribly proud of the *Borden's Ice Cream* my milk and my cream go into—

M - M - M BORDEN'S ICE CREAM!



as luscious and smooth a treat as ever delighted your throat."

"And de other?" queried George.

"The other," replied Elsie, "is *Borden's None Such Mince Meat*. True, that doesn't happen to come from my milk. But it does get its spicy flavor and wholesomeness from the same kind of Borden skill and care that have put all my products where they are. So—shouldn't that help to build up the standing of my oomph?"

NO MINCE-MEAT LIKE BORDEN'S NONE-SUCH!



"Ma'am," replied George enthusiastically, "it sounds to me like you is just *spoutin'* oomph!"

"You're sweet to say so," gushed the grateful Elsie, handing him a shiny new nickel. "I'm sure those Hollywood directors are going to learn what so many other folks have learned—that 'if it's Borden's, it's GOT to be good!'"

To bring you the best of dairy products, more than 100,000 dairy farms provide milk for Borden...and to guard the goodness of all Borden foods and deliver them to your home, more than 27,500 employees work in partnership with 47,000 Borden owner-stockholders.

-if it's Borden's  
it's got to be good



COPYRIGHT 1940 THE BORDEN COMPANY





Cars line up for entry into Occupied France across River Allier outside Moulins, ancient seat of Bourbons before they became Kings of France. French Army had blown up Moulins' 18th Century bridge.



At demarcation line between Occupied and Unoccupied France here at Moulins, Germans are in command to inspect refugees and the Nazi flag flies from the bridge across the Allier.



BICYCLING BELGIAN SOLDIERS, GOING NORTH NEAR BAGNOLS, ARE RUSHED THROUGH

# FRENCH EVACUATE FRANCE

## 3,000,000 REFUGEES RETURN TO THEIR HOMES

As its photographic essay last week LIFE showed the town of Vichy, capital of Free France, as investigated by Frank Norris on the special invitation of the French Government. By far the biggest job the Vichy Government has is the evacuation from Unoccupied into Occupied France of some 3,000,000 remaining French refugees. On these pages LIFE shows this process in pictures by Staff Photographer George Strock. Modern history has no bitterer irony than that France, asylum for all breeds of foreign refugees, should now be evacuating Frenchmen.

For Unoccupied France is the barren rump of France. It supported some 14,000,000, a third of France's pre-War population. It is largely sterile hills and pasture, lovely scenery and resorts. Its northernmost border at Moulins used to be the deep center of France. Across these borders now pass about 40 trains a day, carrying 1,000 people apiece, some in 35-man box cars. People who have cars and money drive home. The available gasoline, inferior and diluted with kerosene soon ruins the spark plugs and distribution system. Easiest of all to move are those who bicycle home. By Oct. 15 they are all supposed to be back in Occupied France.

All the refugees, except the remaining Belgians, are subdued and well-behaved. A strange look of tension marks them when they reach the points where weeks ago they abandoned their cars and their priceless personal possessions. Usually they find only a muddy, trampled litter, which was looted first by French soldiers, then by civilian refugees. Their dread redoubles when they get close to home. For in its last days France put on a little imitation of the French Revolution. It now picks up the pieces of its brief spree of mutual hatred, vandalism, drunkenness and rowdiness. The sufferers are often the very people who looted another man's property somewhere else in France.

**Gasoline tickets** are good for one month. These white ones are issued by Papal Nuncio secretary, are for officials. Green ones are for refugees.



**A horse and wagon** calls for several barrels of gasoline. Sign advertises gasoline "with green tickets," valid green tickets giving permission to buy it.



**Gasoline allowance**, overflowing tank, is put in tin cans by customer.



69  
CONTINUED ON NEXT PAGE





## "There Is Nothing Too Good for a Good Dog!"

● Your dog is a *good* dog. He is faithful. He serves you devotedly . . . without question . . . without complaint. He trusts you implicitly.

So isn't it only fair that you fulfill that trust? Above all, be particular about the *food* he eats. Feed him Red Heart 3-flavor Dog Food—America's No. 1 Favorite\*. Dogs enjoy the stimulating appetite appeal of Red Heart's 3 *delicious* flavors . . . Diet A—beef flavor, Diet B—fish flavor, and Diet C—cheese flavor, fed in rotation.

Red Heart is a well-balanced, top-quality dog food made in federally inspected plants from clean, wholesome meat and meat by-products, vegetable and bone meals, cereals, cod-liver oil, and Fleischmann's High-Vitamin Irradiated Yeast.

\*According to independent, nationwide surveys

Red Heart provides an abundance of Anti-infective Vitamin A, Anti-neuritic Vitamin B<sub>1</sub>, Sunshine Vitamin D, Growth Vitamin G, and other necessary vitamins . . . in proper amounts to supply your dog's requirements. Red Heart is laboratory-tested and kennel-proved. John Morrell & Co., General Offices, Ottumwa, Iowa.

### TUNE IN BOB BECKER'S "CHATS ABOUT DOGS"

Back on the air Sundays, 3:45 P.M., E.S.T., starting September 29! NBC Red Network, coast to coast. Thrilling dramatizations of the heroism and intelligence of dogs. Practical advice on the care and training of dogs.



# FREE! "LOST AND FOUND" DOG LOCKET

Don't lose your dog! Send for free NEW, IMPROVED Red Heart "Lost and Found" Dog Locket. Has space for your name, address, phone, dog's name, etc. And with locket get copy of Michael von Motzck's *Official Obedience Rules*, actually taught to dogs at famous Chicago kennels. Just send 3 Red Heart labels—Diets A, B, and C—to John Morrell & Co., Dept. 49, Ottumwa, Iowa.

**RED HEART**

DIET A—Beef Flavor  
DIET B—Fish Flavor  
DIET C—Cheese Flavor

**THE 3-FLAVOR DOG FOOD FEED IN ROTATION**

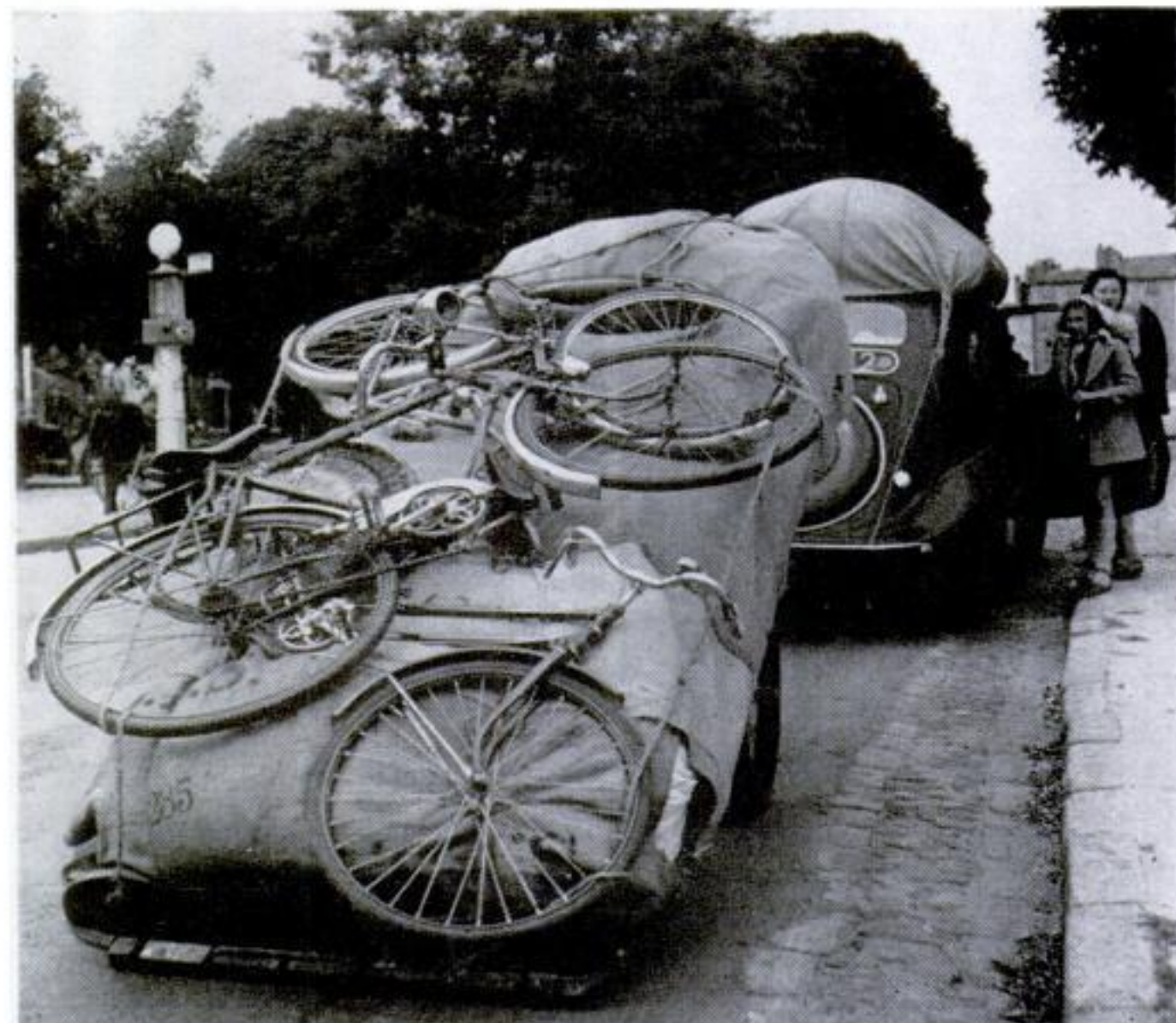
## France (continued)



To save gasoline, cars often stop motors before reaching the pump at the filling station. These three boys are pushing this one up in the line waiting to refuel at Riom.



Women in France before the war were very rarely called on to change tires. But now things are different. These tire treads are better than most on refugee cars.



Bicycle refugees have here been picked up by more fortunate refugees in a car and their bicycles loaded on the trailer. All are heading back to Occupied France.



# REMINGTON LEADS AGAIN!



## THE REMINGTON DUAL -THE NEW SHAVER THAT'S BREAKING ALL SALES RECORDS

### SHAVES IN 90 SECONDS!

► Certified by the United States Testing Company. Here's why the new Remington Dual shaves so fast and so close: It's the only shaver with 360 double-edged cutting blades, with 109% more cutting length than any other shaver... Has the largest hair reception area of any electric shaver... And it has the highest power motor driving any oscillating cutter.

**REMINGTON DUAL** **\$15<sup>75</sup>** AC-DC

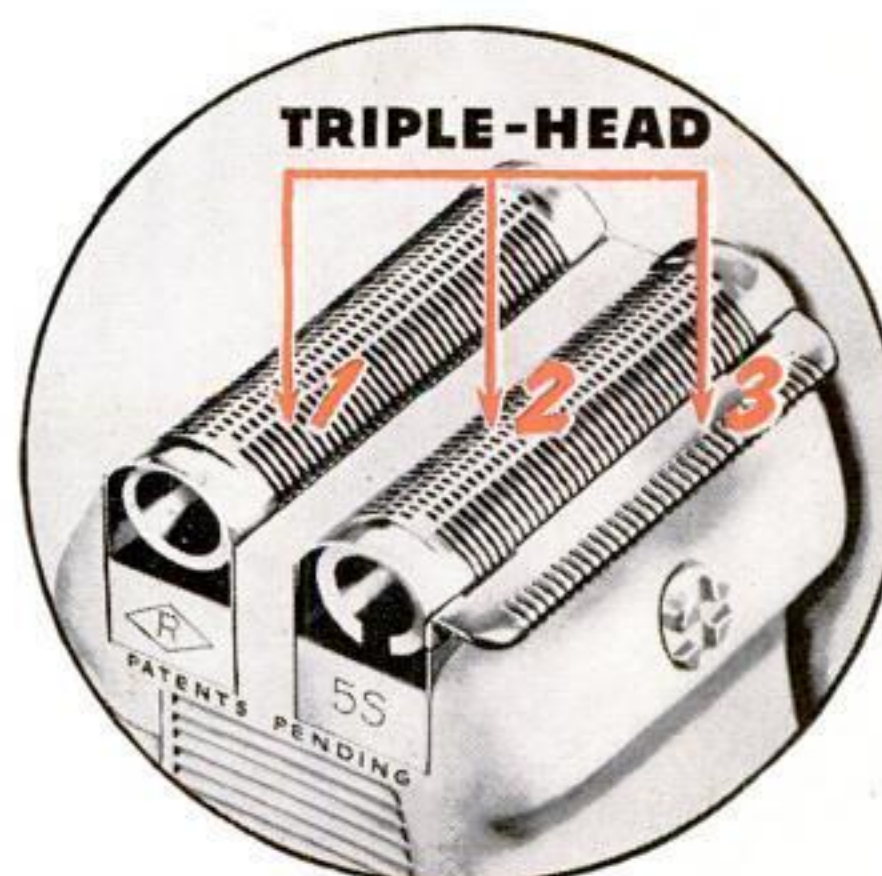
## ANNOUNCING

### THE REMINGTON DUAL PLUS A TRIMMING HEAD

FOR: 1. Sideburn trimming. 2. Mustache trimming. 3. Stray hairs on neck and Adam's apple. 4. Stray hairs on back of neck. 5. Clearing up all stray hairs on cheek bones, etc.

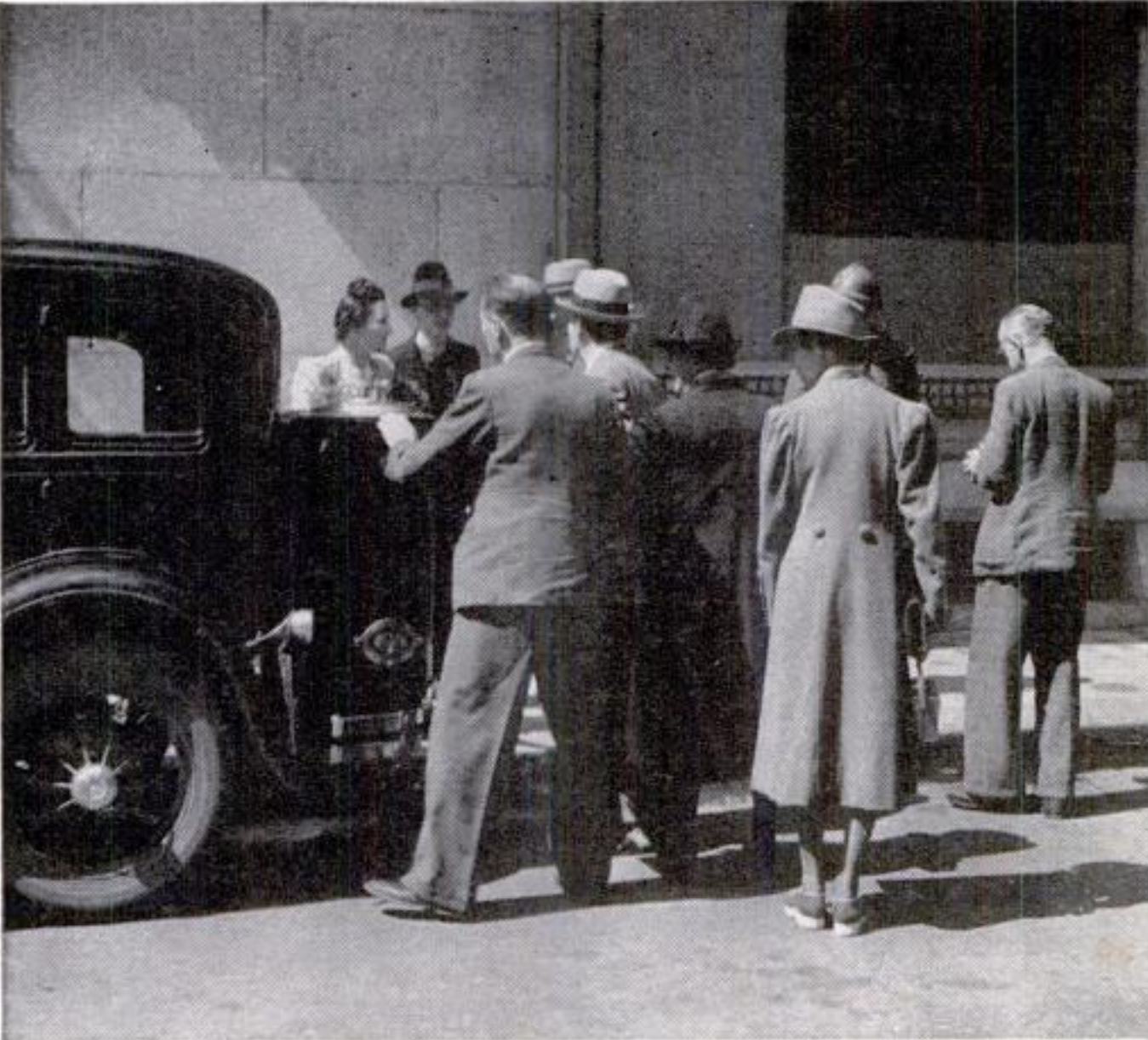
**REMINGTON  
TRIPLE-HEADER** **\$17<sup>50</sup>** AC-DC

General Shaver Division of  
Remington Rand Inc., Bridgeport, Conn.



...AND THE BEST IN SINGLE-HEADED SHAVERS FROM \$7.50 UP

Copyrighted material



Coke, not gasoline, runs this Frenchman's car. Notice the large bin and furnace on the rear. Such a sight always attracts a curious crowd in gasoline-poor France.



Going home to what is now Occupied France, this prosperous family has lunch with wine on a folding card table beside their car. By now they are veteran picnickers.



Last stop before a returning caravan enters Occupied France. Notice the chauffeur beside the rich man's car in the foreground. Germans pass cars in groups of 50.

CONTINUED ON NEXT PAGE



## CALOX MOVIE QUIZ... No. 11

Whose gleaming  
CALOX SMILE  
is this?

WHO  
IS SHE?

Soon to appear in  
CECIL B. DeMILLE'S  
"NORTHWEST MOUNTED POLICE"  
A Paramount Picture



Deb makes headlines with  
"HOLLYWOOD SPARKLE"!



**1 Hairdresser:** "Never do you smile, mam'selle. Zee coiffure—you do not like it?"

**Nancy:** "Perfect, Henri! But how can anyone smile with dull teeth like mine?"



**2 Hairdresser:** "Perhaps I help with zat, too, mam'selle. All my customers say Calox Tooth Powder is ver' good for zee 'Hollywood Sparkle.' You see—it contains 5 cleansing agents!"



**3 1st guest:** "Look! Nancy's nearly buried in newspaper cameras—this party will be the talk of the season!"  
**2nd guest:** "Her smile is the undoing of the stag line. Look at 'em flock around her!"

Helps your "Teeth shine like  
the stars" by bringing  
out natural lustre

### CLUES by Ed. Sullivan

Famous Hollywood Columnist

**1.** Who is one of the best Women Golfers among Hollywood Stars?

**2.** Who was a former Hattie Carnegie model and Ziegfeld beauty?

**3.** Like many other movie stars, her "Hollywood Sparkle" tells you she uses Calox. What's her name?

(Check your answer below. Star's name is at bottom of page\*)



TRY THIS  
FINGER-NAIL TEST  
—PROVE CALOX  
POLISHES  
SAFELY

SIMPLY do this: pour a little Calox Tooth Powder on a nail buffer, then rub your nails good and hard. Now look at their high polish! Proof that Calox cannot harm the softest tooth enamel—because it contains no harsh abrasives.

Calox attacks ugly film and surface stain because it contains not only 1 or 2, but FIVE CLEANSING AGENTS. You can actually feel the surging foam of Calox going into split-second action... you can see the bright, high polish as your teeth gradually improve in appearance. Brush with Calox Tooth Powder, FOR 30 DAYS! See how Calox helps renew the natural bright lustre of dull teeth... and helps you win that "Hollywood Sparkle"!

### CALOX TOOTH POWDER

Try Calox Antiseptic—Refreshes the mouth, sweetens the breath.

\*Paulette Goddard



## France (continued)



During the great flight, this Army car was abandoned here between Vichy and Clermont-Ferrand. Engine, tires and everything of value have been salvaged by soldiers.



Instant death is the penalty for civilians who are caught pillaging wrecks like this. This private car turned turtle when the driver lost control in blackout collision.



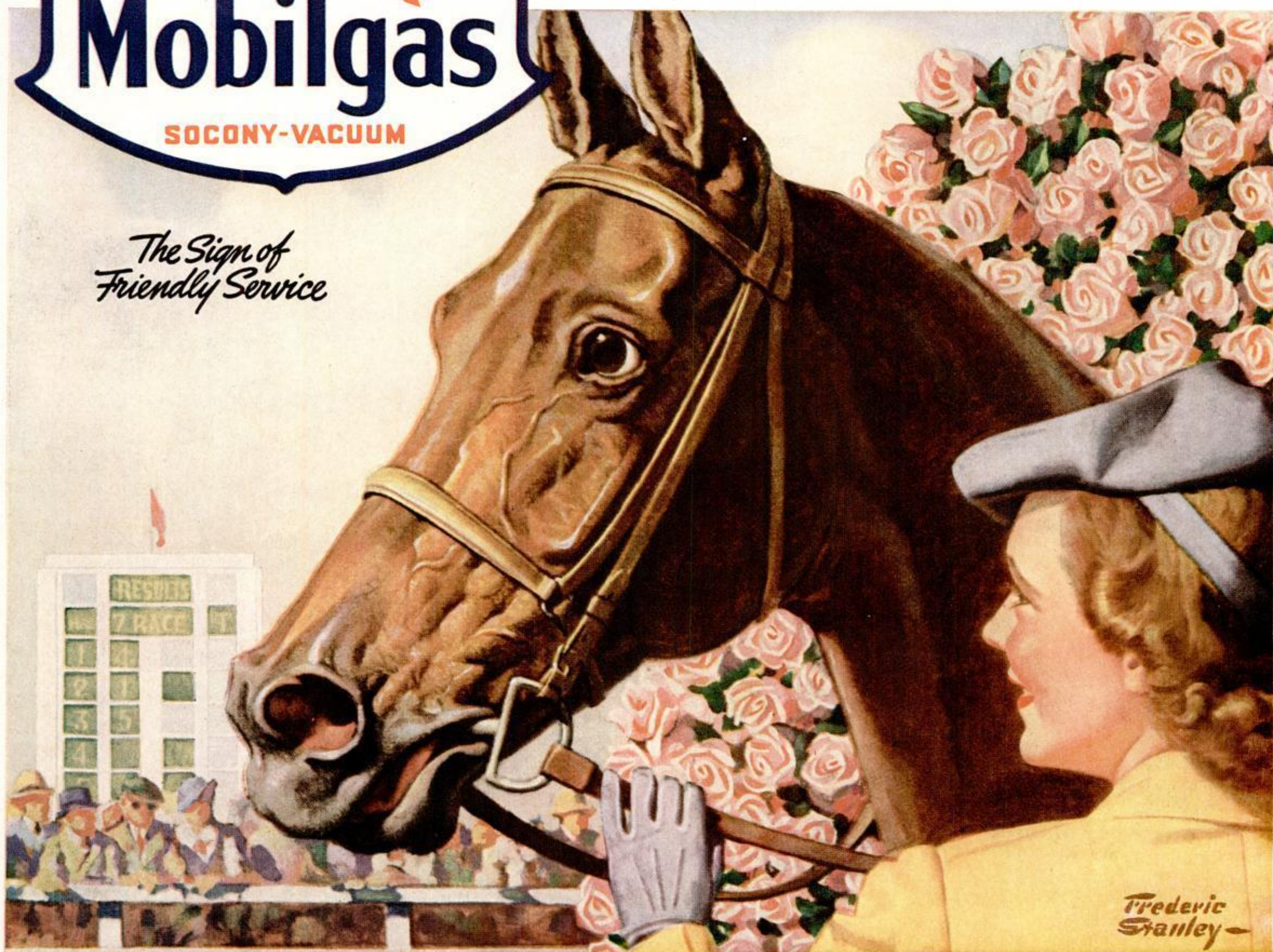
The engine of this Army truck was driven into the driver's seat. The Army has not yet salvaged the tires and parts. Such sights line all the great roads of France.





*The Sign of  
Friendly Service*

**“You Can’t Beat  
That Red Horse!”**



**You can’t beat the *Red Horse*  
for quick getaway—long  
runs. He stands for *all* good  
gasoline qualities—full  
“Balanced Performance.”  
Stop for Mobilgas—and its  
teammate Mobiloil—today!**

**I**F YOU ENJOY getting away first at the traffic light—flashing down the straightaway—soaring up hills in high—put your money on that Mobilgas *Flying Red Horse!*

For here’s the *one* favorite that *always* delivers—rain or shine!

Mobilgas starts you *fast*—because it atomizes instantly. It keeps you going *smoothly*—because it fires uniformly, burns completely. Even power in every cylinder—no stall, no sputter, no ping. Long mileage with every tankful.

We call this *Mobilgas Balanced Performance*. Try it today...at the Sign of the *Flying Red Horse!*

1. Quick starts despite cool engine.
2. Fast warm-up—rapid acceleration.
3. Freedom from vapor-lock—no stalls.
4. Minimum crankcase oil dilution.
5. High anti-knock value.
6. Cleanliness—freedom from gum.
7. Full, smooth power under all conditions.
8. Long mileage—economical operation.

SOCONY-VACUUM OIL COMPANY, Inc.  
AND AFFILIATES  
Magnolia Petroleum Co.—General Petroleum Corp. of Calif.



# Whose set is this, anyway?



*It's hers* Her job is to get everybody down for a hearty breakfast before work or school. And how she blesses her Toast 'n Jam Set!



*It's his* Not even the all-thumbs busband can fail with a toaster that's truly automatic. Let him borrow it when he entertains the gang!




*It's theirs* There comes a mid-afternoon let-down when every growing boy and girl needs wholesome "growing" food. What's better than toast 'n jam?

EVERYBODY claims this eye-filling new Toast 'n Jam Set by *Toastmaster*! . . . If it isn't serving breakfasts fit for a king, it's waiting on hungry youngsters, hustling home from school for wholesome spreads. If it isn't smartly assisting at afternoon tea or informal Sunday suppers, it's catering for those "men only" bridge sessions, with beer and cheese and toast. Busy all the time!

And always it's the perfectly trained toast-butler! The *Toastmaster* toaster automatically times the toasting to your liking—light, dark, or in-between—and no watching, turning, or burning! Then up pop the crispy-golden, piping-hot slices—keeping hot in the warm-air current

from the toaster oven if you aren't quite ready.

And see that nice roomy tray, of beautifully grained walnut. You'll find a dozen uses for it. And the clever new toast plate and covered jars for jam and marmalade—they're of fine Franciscan Ware. No wonder it's called the *De Luxe* Toast 'n Jam Set! . . . But the price is only \$17.95. See it and other *Toastmaster*\* products (\$7.50 to \$23.95) wherever fine appliances are sold. And ask your dealer, or write, for your free copy of the colorful new booklet, "Entertaining Hints on How to Entertain," by Henrietta Ripperger.

\*"TOASTMASTER" is a registered trade-mark of McGRAW ELECTRIC CO., Toastmaster Products Division, Elgin, Ill. Copyright 1940, McGraw Electric Co. 



VERY NICE, TOO!

This new Junior Toast 'n Jam Set, with speedy, efficient non-automatic toaster, is only \$8.50.



TOASTMASTER REG. U. S. PAT. OFF. *DE LUXE Toast 'n Jam Set*





# THE WILLKIE CAMPAIGN

**O**n Friday the 13th Wendell Willkie opened Act II of his campaign for President of the U. S. The pleasant weeks of Colorado Springs and Rushville, of friendly press conferences and friendly repartee, were over. The early September slump in Willkie stock which had his supporters rightfully worried was soon to be factually reflected in the latest Gallup Poll, showing that, in a month, Roosevelt's electoral vote had risen from 247 to 453 while Willkie's was dropping from 284 to 78. Such a challenge made it all business and hard work from here out. Critical eyes were on him, for in this election year Wendell Willkie's campaign was *the* campaign.

His opponent in Washington did not choose to fight.

All last week Willkie rolled westward, from Chicago to the coast. The 13th was not a lucky day, for the strain of his four Chicago speeches cost him his voice. The 14th was agony. Seven times, in seven Illinois towns, he tortured his throat. His voice sank to a croak, a whisper. Two specialists were flown to join the entourage aboard his special 12-car train. On the 15th he rested in Kansas City.

The 16th was the turning point. In Coffeyville, Kan., where he once taught school, he made the first real speech of his campaign. His voice had returned. His delivery showed that at last he had

learned to let amplifiers, not lung power, carry his words to back benches. Confidence streamed from the great embrace with which he responded to his listener's cheers (*above*). On the 17th and 18th he crossed the Texas panhandle, New Mexico, Arizona and the Willkie week ended in California.

It was not easy to appraise results. Reporters thought they had never known a more industrious, indefatigable, independent campaigner, though his technique still bore an amateur stamp. But all agreed that Wendell Willkie's skill and effectiveness were increasing day by day. For pictures of the Willkie crusade and its cast, see following pages.



(continued)

# "I SHALL GO UP AND DOWN THIS LAND



**In Cicero**, a suburb of Chicago, Willkie addressed 5,000 people in front of the Western Electric Co. He

made a big hit by lunching at Albert's (behind him), the favorite eating place of many a W. E. worker.



**At Joliet** a crowd of 6,000 heard Wendell Willkie assail the President's foreign policy. Though he made a technical slip when he charged that in 1938 Roosevelt



**At Peoria**, his voice almost gone, Willkie called the President "the great appeaser," declared: "Of all the

men I know, Franklin D. Roosevelt is least qualified to lead this nation through this period of crisis."



**At Coffeyville**, Willkie's first major campaign address created the biggest excitement since the Dalton gang shot up the town in 1892. From Missouri, Arkan-



# PREACHING THE DOCTRINE OF DEMOCRACY"



"telephoned Hitler and Mussolini" on the eve of the partition of Czechoslovakia, he did raise the issue of Munich appease-

ment for press debate. The New York Times recalled that New Dealers boasted the President had helped save peace at Munich.



sas and all Kansas, 28 trains brought listeners to the town where Wendell Willkie once taught history. In Texas later Willkie of-

fended sensitive ears by referring to the "Civil War" instead of using the Southern euphemism "War Between the States."

The pictures at the left show some of the crowds that turned out to hear and see Wendell Willkie as he began his campaign in the West. More significant than their size was their spirit. By some sixth sense these American voters seemed to appreciate the extraordinary quality of this election. To them this was no routine Presidential contest, with routine issues and routine politicians; instead, it was a great and important referendum the like of which the U. S. had not experienced in its 164 years. As the first President in history to run for a third term, Franklin Roosevelt might high-hat the campaign and his opponent but such White House behavior only increased Willkie's ardor to carry what he called his "crusade" to the people. Not all of them in these pictures, of course, were going to vote for the Republican nominee but there were precious few who did not give their most thoughtful and serious attention to his arguments as his special train carried him across the continent.

In his first big speech at Coffeyville, Kan., Nominee Willkie stated the fundamental issue of this fundamental campaign as he saw it—"the preservation of democracy." Later he would talk about taxes and spending and national defense but now he was laying the cornerstone of his whole appeal to the country—"the preservation of democracy."

By democracy, he explained, he did not mean "what we call the government." It is not an economic theory, either, but rather a philosophy of life that is near and dear to each individual—something learned from our mothers and fathers and at school. How to get along with others, how to play fair, how to be self-reliant—these are "the very essence of democracy." Out of these homely personal virtues has grown a political and economic system called Democratic America. It was these roots of democracy, this philosophy of democracy that Wendell Willkie was talking about when he told his Coffeyville audience:

"I shall go up and down this land preaching the doctrine of freedom, the doctrine of equality, the doctrine of democracy." And at the end of his speech he declared: "I'm honestly striving to occupy the most important office in the world. . . . But whether I ever occupy that office or not, I shall be satisfied if I can but arouse the American people to the hazards of the destruction of democracy and the democratic way of life."

Right or wrong, the Willkie case against the New Deal was simple: Roosevelt's failure to restore U. S. prosperity ("He has not put one single man to work in an American free enterprise") was a major factor contributing to the world crisis. If he had not made the depression a permanent affair, the other democracies would have grown strong on U. S. trade and Hitler's aggressive plans might have been materially thwarted. In seven years Roosevelt declared no less than 40 "emergencies" to maintain and increase his powers.

It is these powers, according to Willkie, that really threaten U. S. democracy—the power to close banks, change money values, tinker tariffs, shut up the Stock Exchange or even the broadcasting stations. But why is it dangerous for Roosevelt to have these powers for another four years? Because he has lost faith in the people and no longer deals honestly and frankly with them (e. g. his "on hand or on order" speech about national defense). Incompetent to deal with American industry, Roosevelt set up an advisory defense commission but failed to appoint a chairman in order that he might keep all the power in his own hands. A Willkie prediction: If Roosevelt is re-elected his defense program will be an awful flop and American democracy will be in serious danger from without. "A man who cannot save democracy in peace," warned Willkie, "cannot save it in crisis."





A UNIVERSITY OF VIRGINIA LAW GRADUATE, YOUNG OREN ROOT IS A GRANDNEPHEW OF THE LATE ELIHU ROOT. PINS IN MAP BEHIND HIM SHOW WILLKIE CLUB LOCATIONS

## OREN ROOT JR. IS WILLKIE'S NO. 1 BOOSTER

The great historic fact about Wendell Willkie is that he owes his nomination largely to the two visionary but highly industrious young men shown on these pages. If he is elected he will owe his victory largely to their sustained efforts. Last spring when Mr. Willkie was known to the U. S. only as a super-articulate business man, Oren Root Jr. was a cub lawyer in a big Wall Street firm. Conceiving the notion, somewhat psychically, that Wendell Willkie would make a fine President, he drew up a petition, circulated it at his own expense. Response was so

volcanic that Oren Root took a leave of absence and went to work for Willkie.

Now he is generalissimo of the Associated Willkie Clubs of America. As amateur leader of thousands of amateur politicians, it is his job to tap the independent vote which sways the U. S. electoral scale. His upstart reformers and "boy scouts" have snarled the hair of many a Republican pro, who wonders about patronage to come. But regulars recognize the value of Oren Root's work and approve it—so long as he stays on his own side of the fence.





BORN IN PENNSYLVANIA, "MITCH" DAVENPORT WAS SCHOOLED IN CALIFORNIA, POLISHED AT YALE. AT 41 HE WEARS A GADGET TO AID HEARING, IGNORES HOLES IN SHOES

## DAVENPORT IS NO. 1 WILLKIE BRAIN-TRUSTER

Unlike Oren Root, who attached himself to Wendell Willkie before they ever met, Russell ("Mitch") Davenport is a charter Willkieite as the result of conversational affinity. Their first meeting provoked an intellectual reaction something akin to the action of sodium on water. Ideas and theories fizzed and sputtered all over the room. Last spring Davenport resigned his job as managing editor of *FORTUNE* in order to devote his whole energies to securing the election of Wendell Willkie.

No politician, Mr. Davenport is Willkie's chief

brain-truster, the adviser on whom the candidate principally relies for guidance in speech-writing, selection of issues and formulation of campaign policy. Some newshawks have professed to detect Davenport style in Willkie rhetoric. Actually Willkie is proud of his own ability to set down English prose. But Russell Davenport's diversified knowledge and trained editorial mind are of inestimable value on Willkie's current campaign trip. And Davenport is far more than a political adviser. He is also one of Wendell Willkie's closest personal friends.

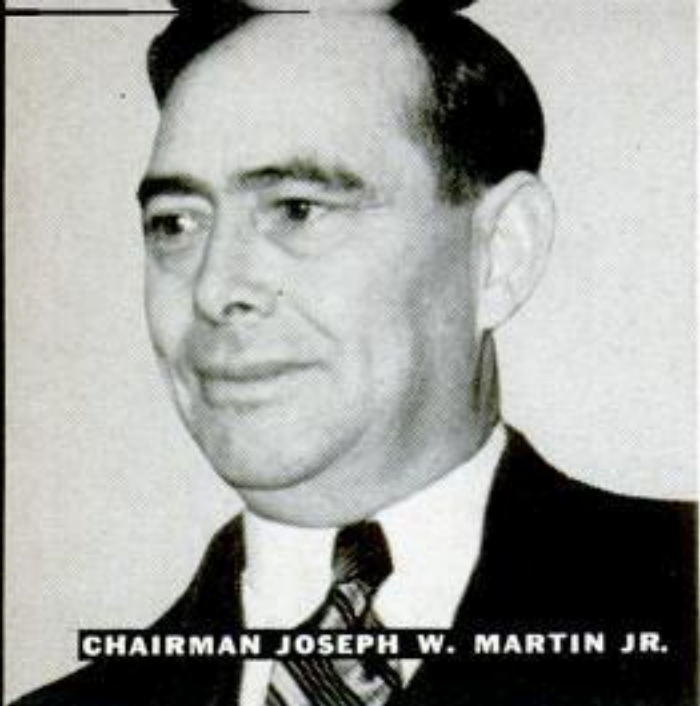


CAMPAIGN (continued)

## PROS AND AMATEURS DIVIDE G.O.P. SHOW

At left you see the professional Republican politicians without whose aid Wendell Willkie could not well campaign. Below are members of one of the Willkie Clubs whose gusto and enthusiasm first launched the Willkie boom. It has not been easy for these amateurs and pros to work harmoniously together. Republican regulars saw in the rise of the Willkie Clubs a threat to themselves. The amateurs accused the pros of fumbling, dilatory support of their chosen candidate. But now a truce has been reached. Willkie Clubbers have agreed not to poach on traditional Republican preserves. Today Willkie's double-headed drive appears to be progressing more smoothly with fewer crossed wires.

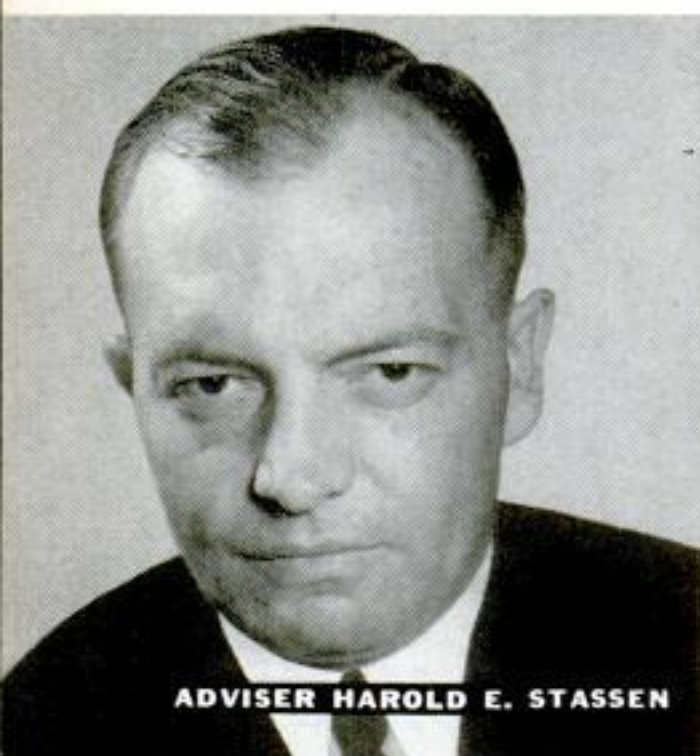
Biggest problem of both groups is the Hatch Act, under which no national organization may spend more than \$3,000,000 a year. Since there are 3,400 local Republican units and 2,000 Willkie Clubs, since each must rent auditoriums, pay printers and hire artists (see opposite page), the machine must run on a very thin mixture indeed.



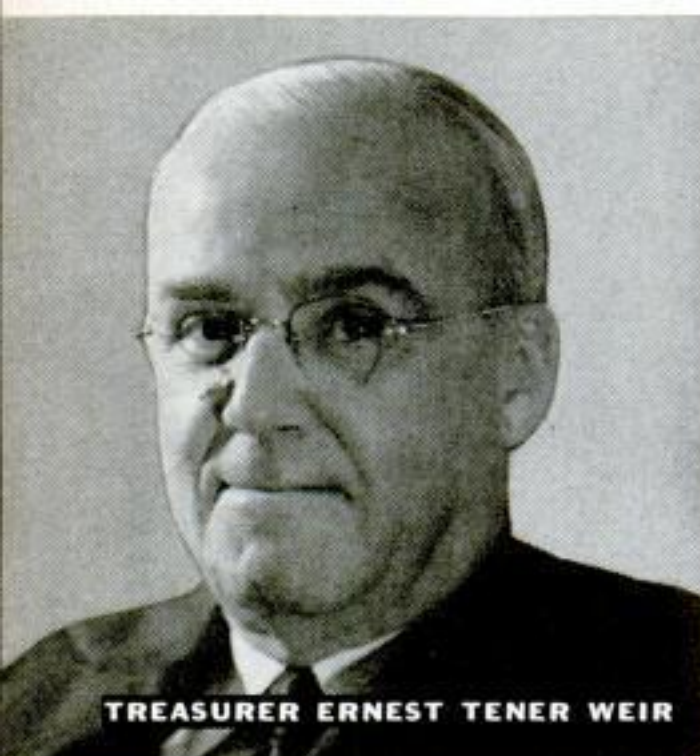
CHAIRMAN JOSEPH W. MARTIN JR.



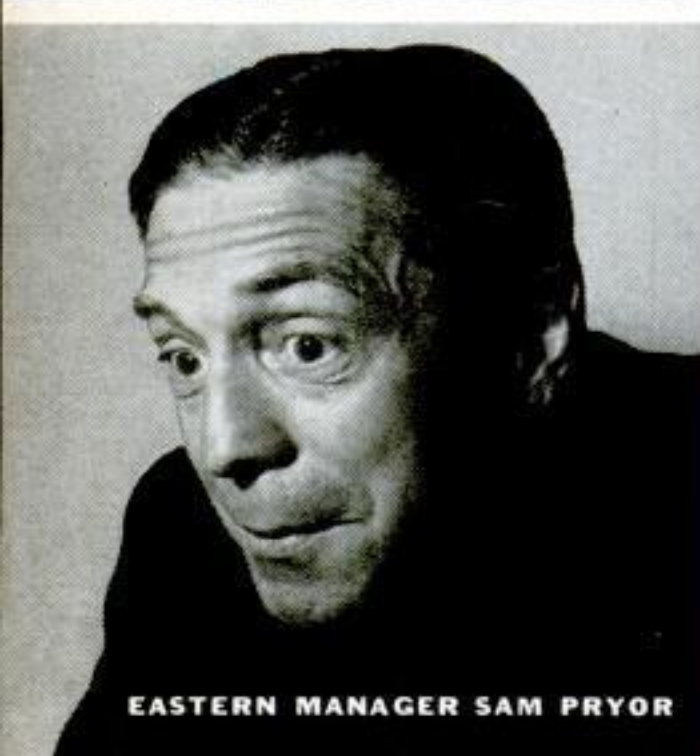
DIRECTOR JOHN D. M. HAMILTON



ADVISER HAROLD E. STASSEN



TREASURER ERNEST TENER WEIR



EASTERN MANAGER SAM PRYOR



80  
COMMITTEEMAN SINCLAIR WEEKS



Willkie Club members of New Jersey organize a motorcade through the suburban purlieus of South Orange, Maplewood, Milburn and East Orange.



From a campaign truck in South Orange, N. J., Willkie Clubber Margaret Ann Hoppock spreads the Willkie gospel, hands out Willkie literature.



With big editorial shears, Club Member Priscilla Richardson of Maplewood clips newspaper stories reporting the progress of the local drive.



New Jersey headquarters of the Associated Willkie Clubs were situated, until recently, in this South Orange basement. Now offices are established

in more businesslike surroundings in Newark. At present there are 325 Willkie Club units in New Jersey, supported by contributions and dues.





Republican campaign poster originally featured this drawing of Wendell Willkie, surrounded by a montage depicting him in white tie and tails, swimming, smoking and making faces.



Final approved version eliminated objectionable features marked at left. It was felt that swimming was Franklin Roosevelt's sport. Cigaretts were touched out and white-tie picture deleted.



"Work With Willkie" posters are approved at Republican National Committee's headquarters. At left is the artist, Edward Friedman. Critics are Samuel F. Pryor Jr., Eastern cam-

paign manager; James R. White, advertising man; and Clarence Budington Kelland, author and head of publicity for the Eastern division. Posters will be displayed in industrial towns.



(continued)



Willkiettes fill their bags with buttons at National Republican Club Headquarters. Volunteers all, they campaign for Willkie during lunch hours, in spare time and after work.



Pedestrian is captured by Willkiette Bess Weiner near New York Public Library. In New York City 150 Willkiettes have pinned over 400,000 buttons on passersby during last month.



WILLKIE PINS AND ACCESSORIES RANGE FROM CHEAP CELLULOID TO GOLD PLATE

## WILLKIE IS WAY AHEAD IN BATTLE OF BUTTONS

Of all campaigns in memory, it is possible that only the Harrison-Tyler jamboree of 1840 exceeded the current Willkie boom in amiable extraversion. Few people in this last great democracy bothered last week to keep their political choice a secret. Never had such a rash of buttons bloomed on the nation's lapels. Never had a candidate's name been spread across such a variety of objects.

Thirty million official Willkie buttons, ordered by campaign leaders (at \$3 per 1,000) were being distributed free to voters in every State. In New York they were handed out by pert "Willkiettes" dressed in striped blouses and pancake berets (above and right). But besides these, innumerable gags and gadgets (see below) poured from the plants of opportunist manufacturers. For various reasons, chief among them being that an opposition party is always more articulate, Willkie gadgets outsold Roosevelt gadgets ten to one. Candidate Willkie, crowed one happy manufacturer, "is the biggest smash since Mickey Mouse!"

"New Yorker" cartoon shows man asking: "Did you send my pajamas to the laundry with my Willkie button on?"



KITES CARRY WILLKIE CAMPAIGN SKY-HIGH



WILLKIE GUM GIVES VOTER SOMETHING TO BITE INTO



WILLKIE DRIVER WEARS HIS HEART ON MUDGUARD



BABY BAWLS FOR WILLKIE







**Sales resistance** is often encountered, is generally polite. But one Willkiette was ungallantly paddywhacked by a Roosevelt supporter on lower East Side. In tough areas girls go in pairs.



**Halted cars** at busy corners are good Willking grounds. The Willkiettes solicit no funds, simply distribute buttons and cards on which interested persons can offer their services.



**WILLKIETTE BESS WEINER IS A BUSINESS SECRETARY**



**OFF DUTY WILLKIETTE ROSETTA BURTON IS AN ACTRESS**



**WILLKIETTE DORIS GEORGES IS A SCHRAFFT'S HOSTESS**

**BEST WILLKIE GAG IS A PUNNING PIN**



**SUPER-FAN HANGS WILLKIE AROUND HIS OWN NECK**



**IN WILLKIE BAG ARE WILLKIE COMPACT, HANKY**



**SHE GETS LIGHT ON WILLKIE MATCH**





## MR. WILLKIE & THE PRESS

Of all the campaign news that reached Wendell Willkie last week aboard his train in the West, most pleasing perhaps was the New York Times's declaration of its support (right). Only twice before in 56 years had the Times backed a Republican nominee—McKinley in 1900; Taft in 1908. The issue which led the Times to join the Cleveland Plain Dealer and other Democratic papers in Republican pastures was the Third Term. In 1936, according to Editor & Publisher, 34% of all U. S. dailies backed Roosevelt, 60% Landon. This year Roosevelt has only 20% of the press, Willkie 66%. Though this stout support gratified Wendell Willkie more than rallies in Rhode Island (below) or torchlight parades in Seattle (opposite), he well knew the U. S. press had notoriously failed to elect Alf Landon in 1936. To most editors, historians and long-range thinkers the Third Term was a shocking specter. But to many a voter, such matters as farm subsidies, the 40-hour week or cheap power appeared more important than a historic precedent. Last week campaign chieftains wondered whether a pro-Willkie press could shape electoral thinking more successfully in 1940 than it had done four years ago.

The trend, moreover, was not all in one direction. Willkie's best press friend, Scripps-Howard Columnist Raymond Clapper, whose pre-convention aid helped nominate him (LIFE, June 24), was criticizing his campaign organization and declaring that the "irresponsibility" and "bad judgment" of some of Willkie's addresses had raised "grave doubts, at least with me, about the kind of job he would do as President."

### The New York Times.

© 1940 N. Y. TIMES

#### THE CHOICE OF A CANDIDATE

THE NEW YORK TIMES supported Franklin D. Roosevelt for the Presidency in 1932 and again in 1936. In 1940 it will support Wendell Willkie.

It has made its choice, as all Americans must make their choice, in one of the great crises of this nation's history. The liberties of the American people are in danger. A hostile Power, openly proclaiming its hatred of the democratic way of life, has swept across Europe and is now battering at the gates of England, seeking to grasp the eastern approaches to that Atlantic world in which our own democracy has lived and prospered.

Both Mr. Roosevelt and Mr. Willkie understand the critical nature of this threat to the United States. Both are citizens of the world. Both know that it is impossible to isolate ourselves from the consequences of a world revolution. Both know that we must take sides morally or count for nothing. Both are opposed to actual intervention in the war, but short of war both favor every possible aid that can be given to the one democracy in Europe that still stands in Hitler's path.

This agreement between the two Presidential candidates on the fundamentals of a foreign policy is a deeply fortunate fact for the American people. Without it we might now be involved in a bitter controversy which would wreck our unity. As matters stand, the choice before us has been narrowed to this question: In whose hands, Mr. Roosevelt's or Mr. Willkie's, is the safety of the American people likely to be more secure during the critical test that lies ahead?

We give our own support to Mr. Willkie primarily for these reasons: Because we believe that he is better equipped than Mr. Roosevelt to provide this country with an adequate national defense; because we believe he is a practical liberal who understands the need of increased production; because we believe that the fiscal policies of Mr. Roosevelt have failed disastrously; because we believe that at a time when the traditional safeguards of democracy are falling everywhere it is particularly important to honor and preserve the American tradition against vesting the enormous powers of the Presidency in the hands of any man for three consecutive terms of office.

FOR THE THIRD TIME IN 56 YEARS THE "TIMES" BACKS A REPUBLICAN. HERE IS ITS LEADER OF SEPT. 19



Rhode Island Republicans toast Wendell Willkie at a dinner given by Governor William H. Vanderbilt at his estate out-

side Newport. The Governor sits with his back to the camera. Mrs. Vanderbilt is at far left corner of the table. Aft-

er dinner, the Vanderbilt guests met local gentry at nearby fair grounds, danced at a party staged by young Republicans.





**A SEATTLE PARADER  
CARRIES THE TORCH  
FOR WENDELL WILLKIE**





**George Rudnick is the corpse** laid out on the stretcher above in a Brooklyn lot. He was a drug addict who turned stool pigeon. So that George would never squeal again, he was murdered on May 25, 1937 with a meat cleaver and an ice pick by a group from Murder Inc., including the two killers who appear in the picture below. Harry ("Happy") Maione is at the left. Frank ("The Dasher") Abbando is at right. Rudnick was one of at least ten men flower-loving Happy has killed. The picture was taken during their trial last May. Both were sentenced to die in the Sing Sing electric chair in July but they have appealed. In the accompanying article, Meyer Berger unravels the strands of their tortuous careers.

## CASE 1



# MURDER INC.

JUSTICE OVERTAKES THE LARGEST AND MOST  
CRUEL GANG OF KILLERS IN U. S. HISTORY

by MEYER BERGER

**F**our months ago Sheriff Mangano of Brooklyn delivered "Happy" Maione and "Dasher" Abbando to Sing Sing Prison. "Two for the back," he told the keeper. "The back" is the death-cell block.

The sheriff removed the gyves from Happy and Dasher. "So long," he said. Abbando didn't answer. The sheriff squeezed Maione's arm. "Well," he said, "so long, Happy." Maione tried to say "So long, Sheriff," but the words wedged in his throat. His eyes filled.

This emotionalism would have astonished Happy Maione's co-workers in Murder Inc. Maione had killed at least ten—probably 20—men, all most untidily. The George Rudnick murder, for example, for which he and Abbando got their death sentence, had been done with a meat cleaver and ice pick. With Happy, if it wasn't the cleaver, it was apt to be the ice pick or both. He used a gun only on short-order jobs.

If matters take their normal course, Happy Maione and Dasher Abbando will be electrocuted within the next few months. Before then they will be joined in "the back" by two of their onetime colleagues in Murder Inc.: Harry ("Pittsburgh Phil") Strauss and Martin ("Bugsy") Goldstein. Goldstein and Strauss, whose trial for the murder of "Puggy" Feinstein ended in Brooklyn last week, are, like Maione and Abbando, victims of assiduous prosecution by Brooklyn's District Attorney William O'Dwyer. When O'Dwyer took the lid off Murder Inc. a year ago, he gave the U. S. its most startling crime story of the century.

Although by now a majority of U. S. citizens have heard of Murder Inc., the war has undoubtedly deprived it of the attention to which in normal times it would be entitled. Murder Inc. killed at least 63 men in and around New York in the past nine years. As many again were probably accounted for elsewhere by its talented personnel working on call in Newark, Jersey City, Chicago, St. Louis, Los Angeles and Florida among other places. Concerned primarily with New York killings, District Attorney O'Dwyer thinks extermination of the murder troop may take all of his four-year term which is to end in December 1943.

Mr. O'Dwyer was a Brooklyn policeman from 1917 to 1925. Even with this enlightening background he was startled by the murder troop's extraordinary scope, once he started to research the subject. According to O'Dwyer, six men dominate Murder Inc. in New York's metropolitan district. Six more men run a Chicago branch. In Los Angeles the management is made up mostly of expatriate New Yorkers. These big shots do not murder. They assign the homicide to earnest craftsmen like Happy, Dasher, Pittsburgh Phil and Bugsy, who worked on salary. The executives draw their profits from multiple interests. Through dummy fronts, for example, they control a great part of the country's liquor distribution. They control labor unions through union officers who use their organization to shake down employers. The various branches own night clubs and many of the busier gambling houses. Sometimes they operate bawdy-house chains on the side but there is less of this than most people think. The organization engages in many legitimate enterprises, and has shouldered its way into many heretofore honest firms with years of solid tradition.

Chain store, or corporate, homicide started in the pre-dawn of Repeal; roughly, about nine years ago. Around this time major big city bootleggers, labor-union racketeers and other important criminals realized that under Repeal the public might expect comparative quiet; fewer gang brawls, less freehand killing. In order successfully to apply their liquor profits to new enterprises, the head men from different cities met and agreed to adopt new rules for the conduct of murder under a loosely formed national syndicate known among its founders as "The Combination." The name "Murder Inc.," as applied to The Combination, is a bit of journalistic license. Murder is not The Combination's business. It does no murder for outsiders and no killing for a fee. Indeed, its revised rules sharply restrict the uses of homicide to business needs and have probably reduced rather than increased the total number of U. S. murders committed annually. The new handbook sternly forbids murder for personal or romantic reasons, or even for revenge. Executive heads of The Combination dispassionately debate each murder before causing it to occur, much

CONTINUED ON PAGE 88





## CASE 2

**Irving ("Puggy") Feinstein is the charred corpse** under the carpet in the picture above. He had been a "trooper" for Murder Inc. until he double-crossed Vincent Mangano, Brooklyn labor racketeer and a friend of the Murder Syndicate. Puggy was thereupon strangled with a clothesline on Sept. 4, 1939. His body was set on fire and dumped into a vacant Brooklyn lot.

The two former pals who murdered Puggy are shown below at the left, as they looked when they were booked for Puggy's murder last April. Last week both were found guilty and were headed for Sing Sing death house. The killer nearest the camera is Harry ("Pittsburgh Phil") Strauss, the dapper chief "troop leader" in Brooklyn. Pittsburgh Phil has committed 28 murders in the last ten years. He punctured George Rudnick (see opposite page) 63 times with an ice pick.

His shorter, swarthy companion standing beside him is Martin ("Bugg-

sy") Goldstein. In the last ten years Bugsy has accounted for at least three killings. He was indignant several years ago when the local police ranked him only "No. 6" on their list of Public Enemies.

The key that unlocked this complicated chamber of horrors is Abe ("The Twist") Reles, shown below at the right as he was brought from his Los Angeles hideaway last March and met in New York by William O'Dwyer, Brooklyn District Attorney. Reles has admitted eleven murders. Feinstein was strangled in his home. Reles was an important member of Murder Inc. until he made the almost fatal mistake of protecting a protégé of his, named "Pretty" Levine, who wanted to "retire." Reles's superiors thereupon decided to blot Reles out. To protect himself, Reles squealed to O'Dwyer and Turkus. At the recent trial in which Goldstein and Strauss were found guilty of murdering Feinstein, Reles was the State's star witness.





# "Grade B health —often the real reason men fail to win promotion" — says eminent industrialist

**Irving T. Bush—President of the  
Bush Terminal Company, says:**

"Men of good natural ability often miss their chance of advancement because of Grade B Health. Grade B Health takes the edge off a man's working power—weakens his capacity to meet emergencies and to stand up under strain and fatigue. As an employer, I consider Grade B Health one of the great causes of waste in industry."



Irving T. Bush



**Grade B Health** can lower vitality



**Grade B Health** can unsteady nerves



**Grade B Health** can cut down working power

## Learn the common cause of Grade B health—and get away from it!

Grade B Health is not a disease. It's not even an illness in the common sense. But it can cause more misery, more failure in life, than many an acute malady.

Three things—in fact, any one of them—often go with Grade B Health. These are Sluggish Digestion, Incomplete Elimination and Exhausted Nerves. They can give you headaches, stomach upsets, irritability, chronic tiredness . . . make you both look and feel down.

To help get out of this condition, hundreds of thousands of people today are turning to Fleischmann's fresh Yeast, because in addition to being a great natural food, it is one of the world's greatest sources of the Vitamin B Complex.

**Fleischmann's Yeast**, in test cases, so improved the flow of sluggish digestive juices that the speed of digestion was very greatly increased.

**Fleischmann's Yeast**, eaten regularly, helps to increase the activity of sluggish intestines. It is not a cathartic, but a mild conditioner.

**Fleischmann's Yeast**—rich in the Nerve Vitamin B<sub>1</sub>—helps restore nerves exhausted by lack of this vitamin.

Today, in this country, thousands of men and women who used to be nervous, irritable, chronically tired have been helped back to more vigorous, happy living, simply by adding this fresh yeast to their diet. We have their letters in our files. You, too, should benefit by eating Fleischmann's Yeast regularly. Get it from your grocer.

## How to get the full benefits of Fleischmann's Yeast

1. Eat 2 cakes a day.
2. Eat it first thing in the morning and half an hour before supper.

**Fleischmann's fresh Yeast** should be eaten as regularly as bread, to get its full, lasting benefits. It has something your system needs and should have every day.

**Fleischmann's Yeast** is a remarkable natural storehouse—one of the greatest known—of all the parts of the amazing Vitamin B Complex, made up of perhaps as many as 10 different B vitamins.



Copyright, 1940 Standard Brands Incorporated



To help win success and happiness—fight  
Grade B Health with Fleischmann's Yeast

## MURDER INC. (continued)

as a Wall Street syndicate might discuss a maneuver in the stock market.

When The Combination setup was first proposed there was need for a national framework. This was at hand in the Unione Siciliane which was controlled by "Lucky" Luciano, but Lucky and his advisers were concerned about some of the Union's older members. These men were conservatives, in a way; they saw no need for modernizing murder. They were inclined to be stubborn about innovations. The more stubborn ones began to die off with remarkable rapidity. Joe ("The Boss") Masseria, who had borne a charmed life, was probably the most ornery. He died in a dingy Coney Island *estaminet* one spring morning of multiple revolver wounds. The other conservatives began to catch on. They moved hastily for modernization.

## The Combination functions smoothly

Complications developed, though, as The Combination began to function. One young Brooklyn trooper, for example, was sent on an out-of-town job. The fellow came back with his assignment unfinished. It seems the finger man for The Combination's out-of-town branch was of the older Unione Siciliane group. He spoke no English. The Brooklyn gunman made a second trip, this time with an interpreter and the job came off all right. To keep down the budget, thereafter, The Combination found out beforehand whether a contract called for a linguist.

Because out-of-town kills are expensive, a Combination will rarely call for talent from another city unless the murder subject is someone important and entitled to special honors. Removal of disloyal or untrustworthy punks, eradication of informers and even liquidation of secondary Combination executives is left to home talent. On exchange kills spade work is done beforehand in the host city. When the visiting trooper arrives, he is met by a finger man whose only function is to point out the victim. A visiting trooper does not identify himself by name to a finger man. The finger man, by the same token, remains anonymous. These precautions make sense if there is a slip-up on the kill. Should the police grab either the visiting trooper or the finger man, neither can identify the other.

Before a kill the party or parties who have contracted for the murder establish an alibi. They may take a short cruise. The passenger list and testimony of fellow passengers would clear them in court. They may go to some neighboring State and visit public places—night clubs or theaters—where they can be seen. One out-of-town Combination boss, a proud father, arranged a kill to take place while he and his wife attended a benefit performance of his daughter's dancing class.

On out-of-town kills a trooper does not know whom he has murdered unless the killing makes the newspapers. Professional pride may tempt a trooper to tarry in a strange city to see how local journals review his work. But this is strictly forbidden under the new rules. When a kill is done the trooper immediately leaves the city. He is over the border and speeding home before the police are rounding up obvious—but alibi-proofed—suspects.

An order to murder in the delicate phraseology of The Combination

CONTINUED ON PAGE 30



Pittsburgh Phil Strauss's beard became a sensation. He grew it in jail while waiting for trial. The State claimed that he grew it to prevent identification by witnesses. He is shown here on his way to argue the claim. The court made him shave.



# ANNOUNCING A SUPERB NEW MUSICAL CREATION

## THE Concert Grand



Sheraton Model 8D9 shown, \$185.00\* . . . Others from \$99.95\*

### Now!...SUPREME PERFORMANCE JOINS Authentic Period Cabinet Designs

Even if you paid \$500, what more could you want than you'll find here? Now thousands can enjoy entertainment luxury and authentic period furniture beauty once offered only at prices few could afford. In nine superb new Concert Grand models, you'll find perfection of radio and recorded entertainment few have known in the past—and find it at last in cabinets you can be proud to have in your home. Yet Stewart-Warner, builder of fine radios for almost a generation, now brings you these superb instruments at prices within reach of thousands! See them—hear them—compare them with what even \$500 would buy—and own the kind of instrument you've always wanted!

NO FEAR OF OBSOLESCENCE! All Concert Grands are wired for Frequency Modulation and Television Sound attachments . . . so that you may enjoy both these developments with your Concert Grand when FM and Television programs are available.



Three Concert Grand models are available in this lovely Hepplewhite cabinet. One model includes new record-cutter—makes superb records at home of radio music or your family's voices.



Lovely English Regency cabinet in choice matched and figured woods, hand-rubbed to soft lustre. The center doors conceal speaker grille—side doors conceal records. At home among finest furnishings.



The graceful lines that made Chippendale one of the most famous furniture designers of all time distinguish this cabinet. Includes "Silk Glove" record changer and a choice of 2 fine radios.



For the room furnished in Georgian period style, this beautiful hand-crafted cabinet is ideal. Matched figured woods and true Georgian carving give it extra richness you'll be proud to own.



A History-Making Achievement in TONE, PERFORMANCE AND BEAUTY for Homes where Good Taste Rules



#### "MAGIC BATON" GIVES TRUE TONE MASTERY!

Now thousands can enjoy mastery of tone once offered only in premium-priced instruments! Like a "Magic Baton," special controls let you choose the exact tone balance you like at any volume! Greater reserves of power and an improved speaker assure crystal-clear tone—from a whisper to full-symphony passages few instruments can reproduce!



#### "SILK GLOVE" AUTOMATIC RECORD CHANGER!

New enjoyment of recorded favorites—and new safety for cherished records—are yours with the Concert Grand! A greatly improved mechanism plays and changes up to 14 records—and does it with "silk glove" care that ends fears of chipped or broken records, false starts and damage done by lowering the tone arm onto a bare turntable!



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What more could money buy than this in radio perfection, too? With the famous Magic Keyboard Automatic Tuning, favorite stations pass in review in split seconds! Or flip a switch—and span the globe for vital news or entertainment direct from far-off lands! Learn once for all that superb performance need not carry a premium price!



#### BEAUTY YOU'LL BE PROUD TO OWN!

The finest in design joins finest performance in the Concert Grands. Authentic period designs by great masters—Sheraton, Hepplewhite, Chippendale and others—have been reproduced in nine hand-crafted models that add charm to any room. Like costliest custom-built instruments, they are yours in a choice of mahogany, bleached mahogany or walnut.

## Concert Grand

BY STEWART WARNER

Another Stewart-Warner Product—Completing a Full Line of Fine Radios, Radio-Phonographs and Recorders. \*FOB Chicago.





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WATER HEATER WITH A  
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Yes indeed, madam — go modern *all the way*. Augusta can draw your hot bath in no time at all if you put in a Ruud Automatic Gas Water Heater with a Monel Tank.

Just think! Plenty of hot water... just the temperature you like it... and clear as your finest crystal! For that Monel tank simply can't rust and discolor the water. It's solid Monel all the way through — not coated or clad. That's why it's *guaranteed for twenty years* against failure or leaks due to rust or corrosion.

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**HESSON GUARD  
MILANO**

**STOP  
GOO**



Willie Shapiro was buried alive in 1934 and his body is shown here after it was exhumed from sand pit (right) in Brooklyn. Murder was by Reles's and Strauss's gang who wiped out Willie and his two brothers because they were business competitors.

## MURDER INC. (continued)

is "a contract." The order reaches the salaried gunman through the troop boss who in turn gets it from some Combination executive. (There is method in this indirection. If someone blunders in commission of a contract, the police find it difficult to trace the murder order to its original source.) If a contract calls for something special fancy, the troop boss may take it on himself, with or without assistants. Murderers' apprentices—"punks," to the trade—go on the payroll at \$50 a week. They start with piddling chores—steal cars to transport corpses after murders, swipe extra license plates for these cars to make identification more difficult. They take courses in crowding convoy machines before and behind these murder transports so that policemen at cross streets cannot read the license plates. The curriculum covers technique in "schlamming" (severe beating) and "skulling" (assault just short of murder), and conduct at police line-ups in event of arrest. Serious students, if they show aptitude, are privileged in their senior year to attend undergraduate murder clinics; to watch *cum laude* men like Happy Maione or Pittsburgh Phil operate with ice pick, bludgeon and cleaver. Talented young men can advance rapidly. A hard-working, conscientious trooper, first class, subject to call at any hour of day or night for professional duty, gets from \$100 to \$150 a week. Real artists, like Maione, get around \$200. Troop bosses, like Strauss, command \$250 and pickings.

Troop chiefs keep looking for new murder-school pupils. They watch local striplings who are trying their hand at neighborhood stick-ups, general bullying and at cutting in on smalltime card games and dice meetings. The talent scouts choose those who show promise. The new pupil must give up extracurricular activities after he goes on The Combination payroll. The Combination does not want its punks arrested in non-profitable holdups, as they easily might be. The new boys, exposed to police massage treatment while they are still greenhorns in homicide, might babble about their Combination murder-car stealing.

## It becomes its own law

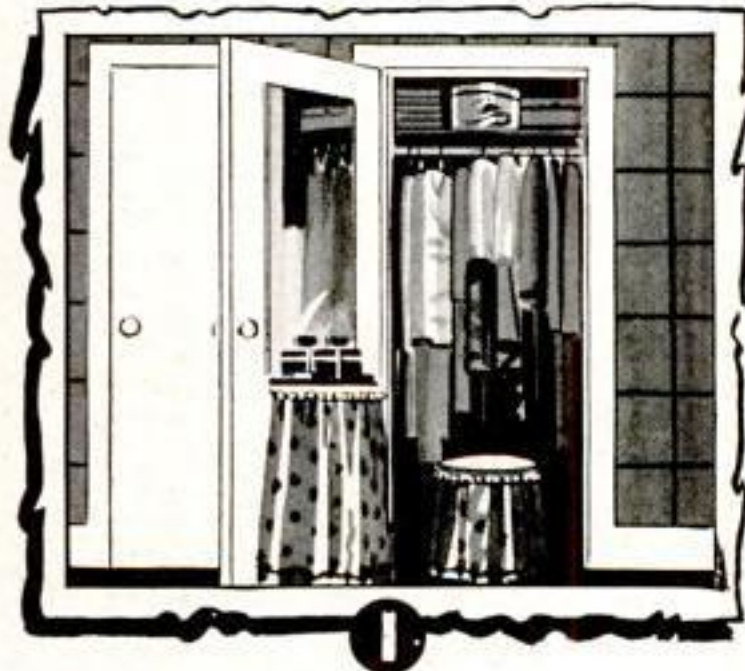
A freshman in murder school can, however, take on certain "personal jobs" but these operations are limited. The new pupil can, for example, hijack loot taken by independent stick-up men. He may strip burglars or street moneylenders of their profits, on the theory that burglars and independent stick-up men are not apt to complain to the police. This gives the murder-school student something to augment his Combination salary. The troop boss, or headmaster, if he likes the new boy, may even throw him a minor neighborhood slot-machine concession. Early in its history The Combination set up geographical limits for each unit's range of operations. It sternly forbade its troops to murder except on executive contract. While The Combination, like Civil Service, pays pensions to widows of deceased workers, it laid down the principle that no one in The Combination, executive or punk, could retire or withdraw. A trooper's refusal to fulfill a murder contract, once assigned, was designated as disloyal. Double-crossing was written in as a cardinal sin. Misappropriation of Combination profits was defined as one form of double cross. Informers, naturally, were to be put out of the way. To simplify matters, conviction on any count carried a death sentence.

In order to regulate its members The Combination set up its own judicial system, including a high or supreme court, whose verdicts

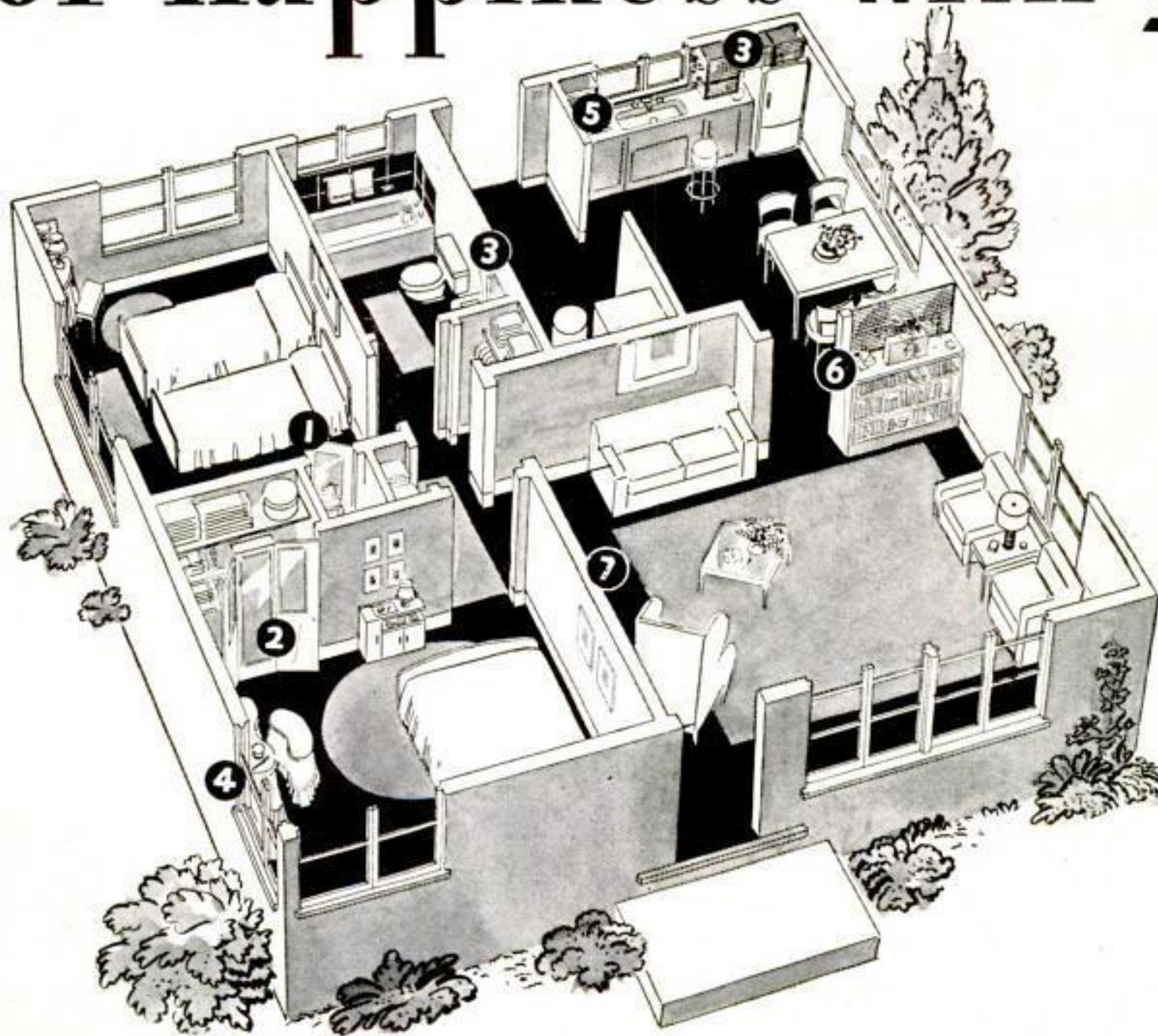
CONTINUED ON PAGE 32



# Design your Home for Happiness with *Glass!*



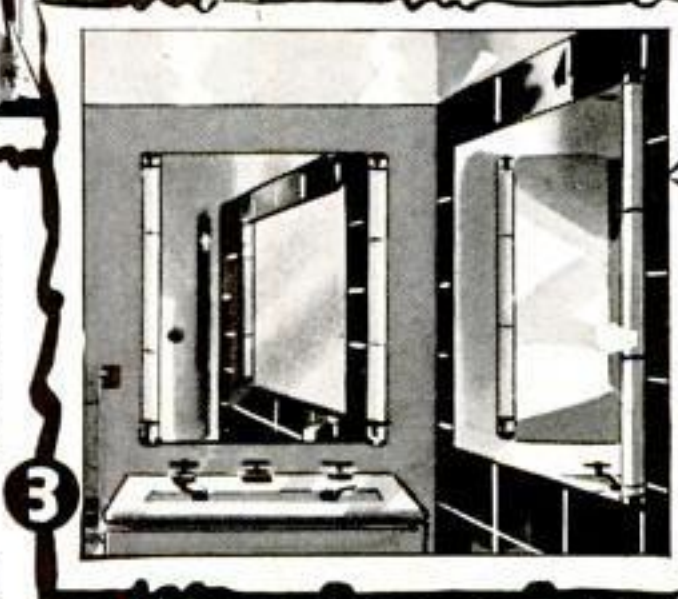
**1. Dressing Table Mirror**—This disappearing Dressing Table saves space in a small bedroom. Both the mirror and table are attached to the back of the closet door. Always there when you want it, out of the way when you don't.



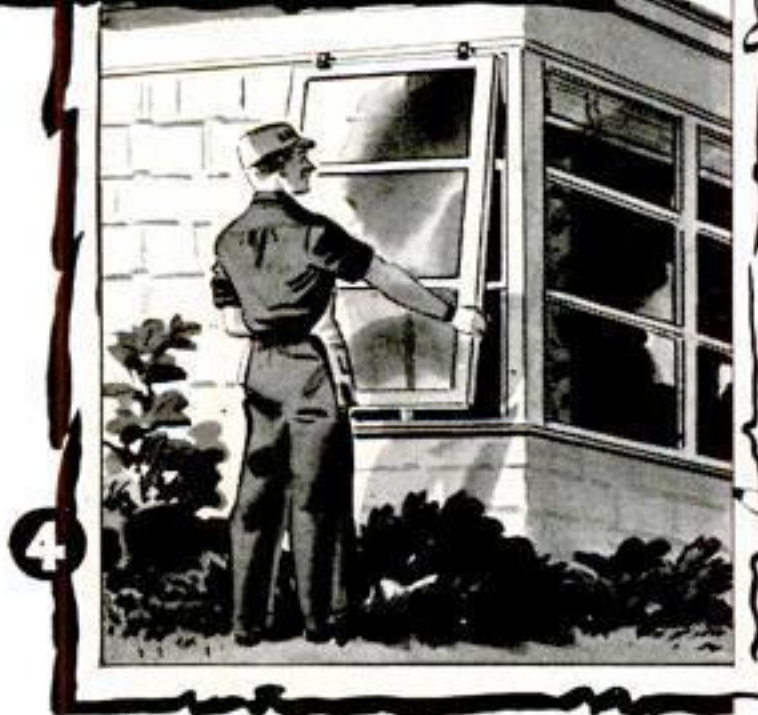
**5. Priming Mirror**—This handy mirror in the kitchen is a boon when the door bell rings. It eliminates that old question: "How's my hair—my nose?" Little in size and cost, it saves a lot of steps. The cabinet doors are glazed with Blue Ridge Louvrex Decorative Glass.



**2. 3-Panel Door Mirrors**—A novel and inexpensive arrangement of door mirrors. The center panel between the closet doors is a full-length mirror. The partial-length mirrors on the doors allow ample angle views. The mirrors, of course, are L-O-F Polished Plate Glass.



**3. Vitrolite Bathrooms and Kitchens**—The walls of this bathroom are a combination of Plate Glass Mirrors and Vitrolite—the colorful structural glass. Vitrolite is impervious to moisture and odors. It is easily cleaned by wiping with a damp cloth. The colors never fade. Ample mirrors make a bathroom much lighter, more convenient. See samples at your L-O-F Glass Distributor's showrooms—for both bathrooms and kitchens.



**4. Window Conditioning**—Storm windows and storm doors will reduce your fuel bills as much as 30%. They pay for themselves in two or three years. In addition, storm windows greatly reduce drafts, condensation, and messy fogged and frosted windows. Children can play by the windows in comfort.

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MAKES HOUSES GAYER TO LIVE IN,  
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● When you design your home let glass help you build more happiness right into it.

Proper use of glass can mean the difference between a house that's light and attractive and one that's dingy and drab. Particularly in a small house, glass adds roominess, gets rid of that cooped-up, cracker-box feeling. Glass adds to the livability of a house out of all proportion to its cost—greatly increases value if you ever have to sell.

A few suggestions how glass can make your house a happier place to live in are shown here. For many others, equally good—go to your local Libbey-Owens-Ford Glass Distributor. Whether you're building, remodeling or re-decorating, his expert advice is yours without cost or obligation. You'll find him listed in the classified section of your local telephone book under GLASS. Call on him—or write us.



**6. A Decorative Glass Partition**—Between the breakfast nook and a corner of the living room is a partition of Blue Ridge Flutex Decorative Glass. This is but one of innumerable ways modern decorative glass can be used to make homes brighter... more attractive... more joyful.



**7. Wall Mirrors**—Mirrors are more than "looking" glasses—they push back the walls—make any room look larger... create an illusion of spaciousness... defeat that close feeling some rooms have. For what they add to rooms, their cost is small.

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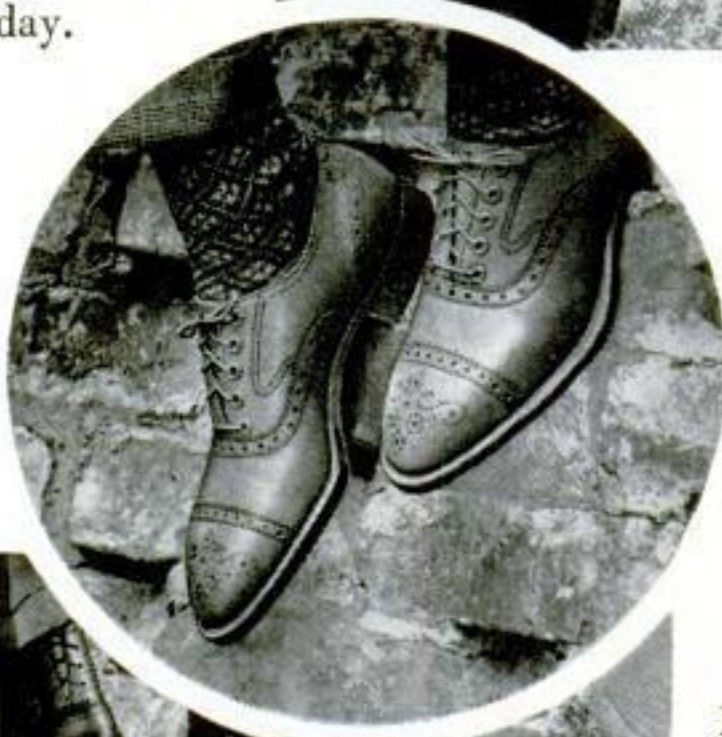


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**BOSTONIAN SHOES**  
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**Flexible GLENDALE** (right). It's worth a trip to your Bostonian store just to see and feel Glendale's soft but rugged Tweed leather. Bootmaker finish.



Above: **Flexible PLATEAU** (left of girl). In Bostonian's exclusive Tweed leather, this casual moccasin fits, feels, and looks right. Leather or rubber soles . . . **Flexible BRAEBURN** (right of girl). It's tweed, with stained Bootmaker finish that's mellow as an old grad at reunion, and comfortable as your favorite slippers.



Bottomleft: **Flexible WEYLAND** (far left). Men who know leather will prize its fine rich texture; all men will point with pride; you'll walk in comfort. Custom Bootmaker finish . . . **Flexible BERWYN** (centre) Fashion-right Tweed in antique finish. Walk-fitted. Feet ask nothing more . . . **Flexible PLATEAU** (right) described above—a "must" for casual Fall wear.

# Bostonians

*they're Walk-Fitted*

**FIT RIGHT - FEEL RIGHT**



**Oscar ("The Poet") Freidman** was a witness against Goldstein, Strauss. His job was to get rid of "hot" cars.



**Vito Gurino**, who admits seven murders, is the latest squealer. Gang is gunning for him since he failed to erase Rudnick witnesses.

## MURDER INC. (continued)

were monotonously adverse to defendants. Each Combination's executive board was bench and jury. Every offender had the right to hearing. For punks, troops and troop chiefs, the local court's verdict was final. Executives were entitled to appeal to the high or national court, made up of Combination leaders from different parts of the country.

Inarticulate defendants were allowed counsel; not a real attorney, but some gifted member of The Combination to plead their cause. Abe ("Kid Twist") Reles, for example, though he lacked academic background, fancied himself as a mouthpiece. He had, by intently listening to lawyers who had delivered him from justice in the 43 times he had stood prisoner before city and county courts, acquired an astonishing hash of legalistic flubdub. He liked to utter courtroom clichés like "If it please the Court," or "I respect'fully except."

In the role of counsel The Kid last spring pleaded "Pretty" Levine's case before a Combination Court. Pretty is a tall, rather handsome man, dark, with pale blue eyes; son of a quiet Brownsville shop owner. Reles had adopted him as a protégé and had enlisted him in the Brownsville troop. After he had stolen a few murder cars, though, Pretty decided he didn't like the homicide business. He had married and had become a father. He thought he would give up his troop apprenticeship, buy a motor truck and try a more prosaic way of earning a living. At Pretty's hearing, Kid Twist unloaded his full repertoire of legalistic bombast. Hoarsely fervent, he asserted Pretty's right to leave The Combination. He offered to guarantee, if it pleased the court, that his client would keep all Combination secrets. The Kid is still proud of that dramatic plea, but it was indiscreet. He and his wistful punk were marked for ice-pick and cleaver dismissal. They fled to the District Attorney for protection.

The visit of Kid Twist to O'Dwyer was historic. It was this that brought Murder Inc. to the attention first of the perplexed Mr. O'Dwyer and then to the general public. It was also directly responsible for the present predicament of Messrs. Maione, Abbando, Strauss and Goldstein.

## Discovering new ways to kill

The murder of Puggy Feinstein, an insignificant loan shark, for which Bugsy Goldstein was convicted last week, was an interesting one. It sheds light on one department of Murder Inc.'s activities of which the efficiency leaves something to be desired. Perfectionists on its faculty, headed by Mr. Albert Anastasia who is currently on the lam, had worked out to the ultimate degree the cunning business of decoying, fingering and doing-in murder subjects. Their department for out-of-town, or exchange, murders surpassed anything previously developed. Research men for The Combination had not, however, figured out a perfect method of disposing of victims. They were still hard at work on this when Mr. O'Dwyer interrupted.

Actually, there have been two perfect disposal jobs in recent murder annals, but these were awkward and could not be adopted by The Combination for routine purposes. The late Jack ("Legs") Diamond, who was a whimsical fellow anyway, is supposed to have figured out one of these. Diamond put the body of Harry Westone, a business competitor, in an unguarded concrete mixer one night and Westone became—and still is—part of Kingston highway in upstate New York. This disposal system has obvious drawbacks. Murder



Inc. never considered it. The other disposal masterpiece was the sinking of "Bo" Weinberg, who had been in "Dutch" Schultz's entourage. Bo's feet were encased in fresh concrete. When the concrete hardened into a block Bo was put into East River. This system is too cumbersome. It means a truck haul and trucks are too slow for murder jobs.

In their disposal experiments The Combination's homicide staff patiently tried to improve on crude orthodox systems. In the summer of 1937 they used Walter Sage as a laboratory subject. Sage was a Strauss protégé, a reliable worker until he tried to hold out a portion of Strauss's slot-machine profits. Walter fell under the ice pick. The research men surmised that the pick thrusts would puncture vital organs and keep the corpse on the bed of Swan Lake where they dumped it. They chained a 30-lb. rock to the legs and a 60-lb. slot machine to the neck to make sure. The body came up in two weeks. This puzzled the research men. They finally decided they would have to brush up on anatomy and learn how to apply the pick in the proper places.

In April 1938 the research staff tried another disposal experiment. This time their subject was Hyman Yuran, potential witness against the New York Combination executive, Louis ("Lepke") Buchalter. They dug a grave 4 ft. deep, hard by the messy banks of Loch Sheldrake in the rural Catskills and lined it with quick lime. They figured that the lime would destroy all identification marks; leave the State without a corpus delicti, even if police did locate the burial place. The theory was all right but the lime did not act on Yuran's dental work. This established identification.

### Puggy Feinstein bites the dust

The research department was disappointed but pushed further experiment with scholarly zeal. In September 1939 they tried disposal by fire. Puggy Feinstein—suspected, as Yuran was, of disloyalty to Lepke—was chosen as the subject of their test. Puggy had no special dental work so the research staff didn't bother to dig a grave. Proceeding on the hypothesis that fire would destroy fingerprints and birthmarks, they used gasoline and, after they left the body in a lot at East 51st Street and Fillmore Avenue in Brooklyn, anxiously awaited results. Anastasia, the faculty adviser, was particularly interested in this experiment and only the best men worked on it. It turned out a failure, though. Police fingerprint experts identified Puggy.

All through the trial for the Puggy Feinstein murder, Headmaster Strauss feigned insanity. He mumbled, shadowboxed with imaginary little men, loosely pivoted his neck as if trying to shake something off. Buggsy Goldstein got completely out of hand when Seymour ("Blue Jaw") Magoon, his old partner, testified against him. He stood up in the courtroom, fingers interlocked in extreme supplication. Tears rolled down his cheeks. He cried out: "For God's sake, Seymour, that's some story you're telling. . . . You're burning me, Seymour."

Professional murderers, through some perversity of Mother Nature, are also apt to be sentimentalists. They grow starry-eyed over fireside themes and death-house audiences cry when soloists render *Your Mother Is Your Best Pal After All* at prison concerts. Buggsy's tender appeal caused Blue Jaw to weep too but he bravely turned his face away and continued with his account of how Puggy was put to the torch. Judge Fitzgerald reassured the jurors when they came in with

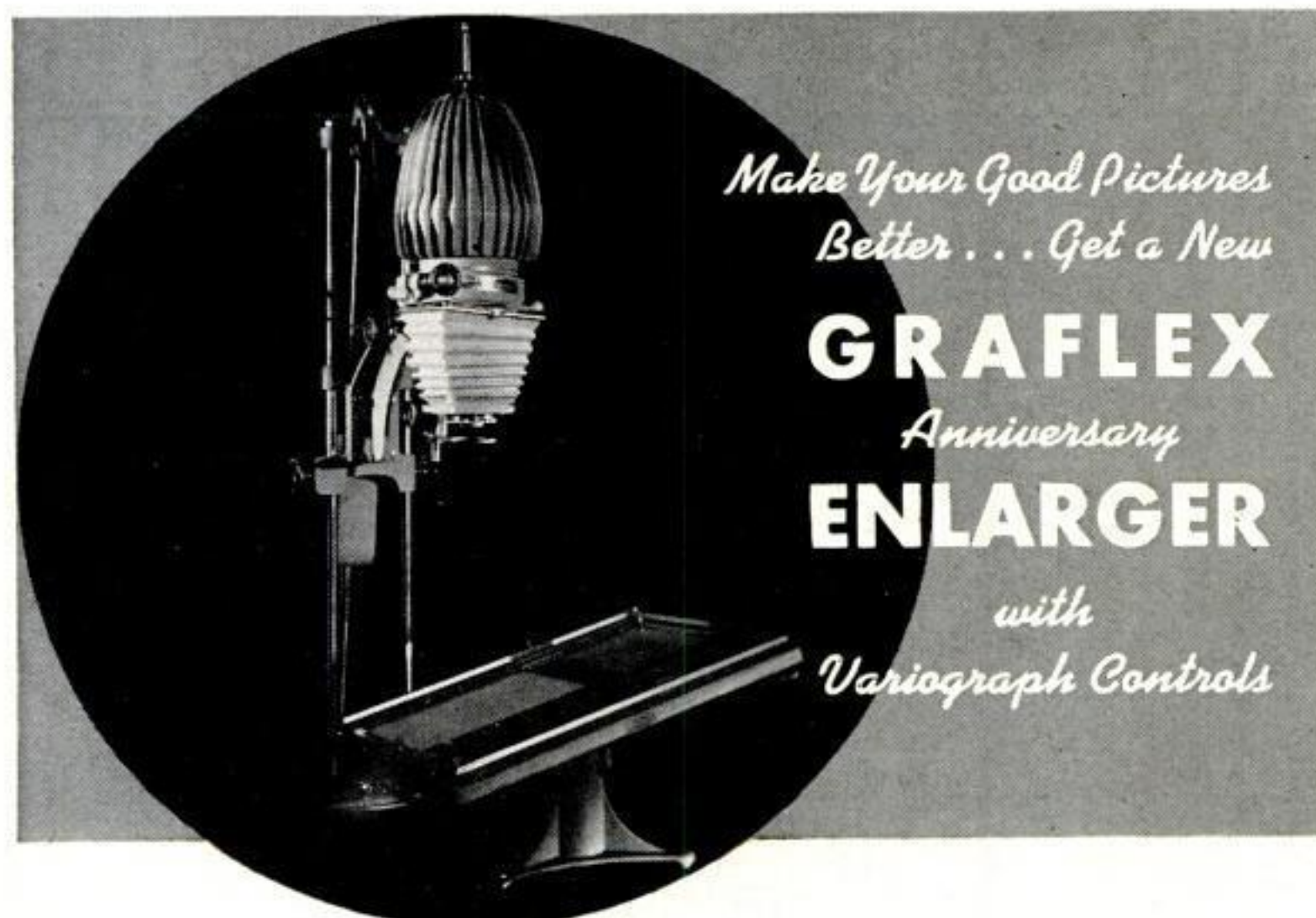
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**Abe ("Pretty") Levine** was Reles's protégé who wanted to retire from murder business. He was also a State's witness.



**Seymour ("Blue Jaw") Magoon**, credited with the killing of two men, squealed and testified against Buggsy Goldstein.



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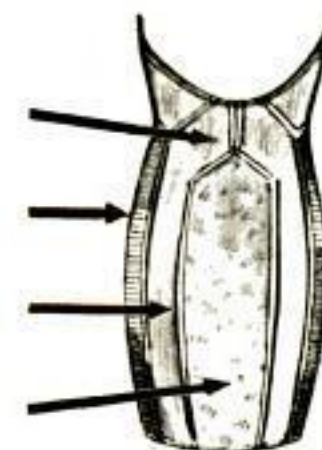
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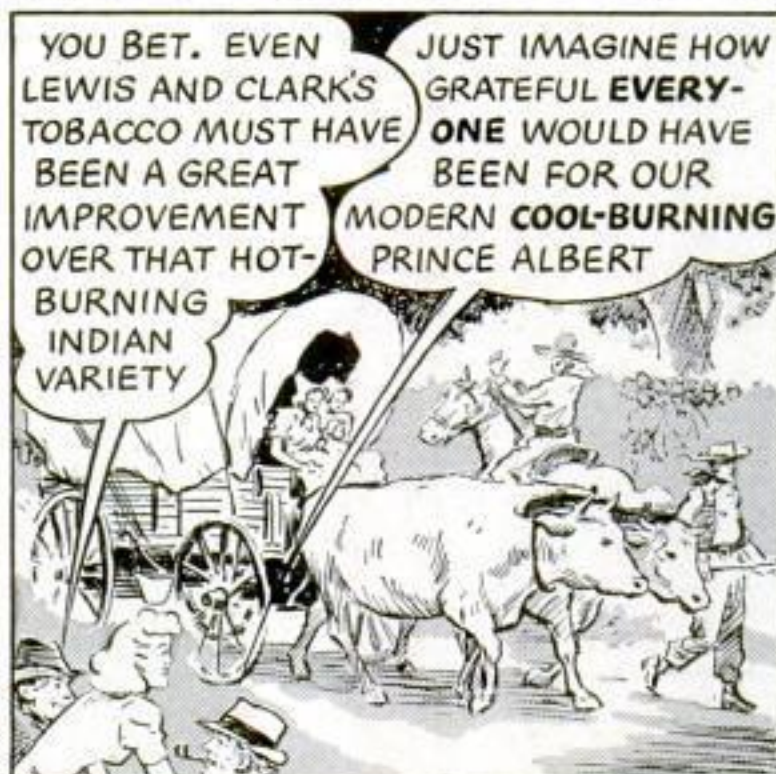
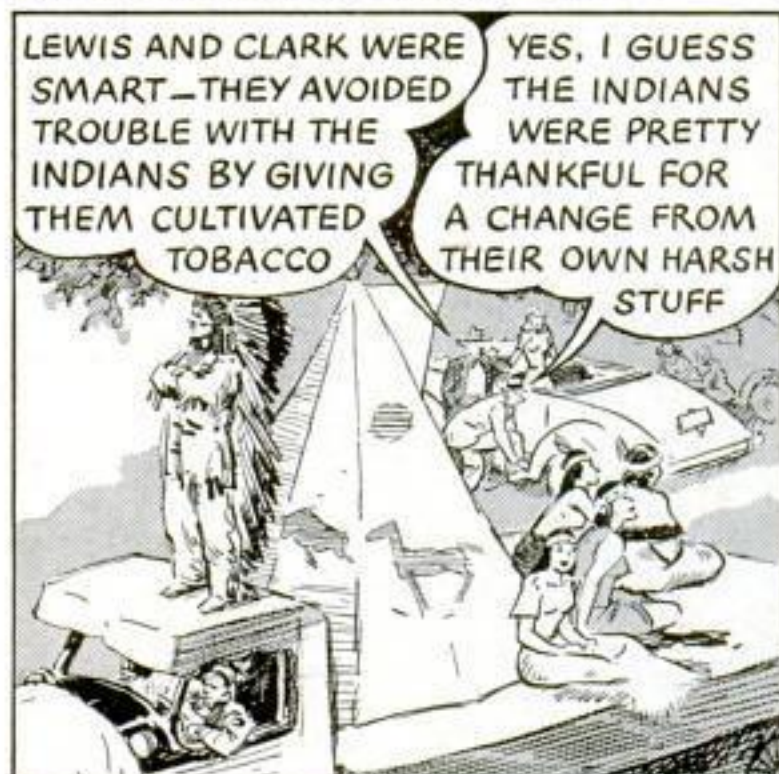
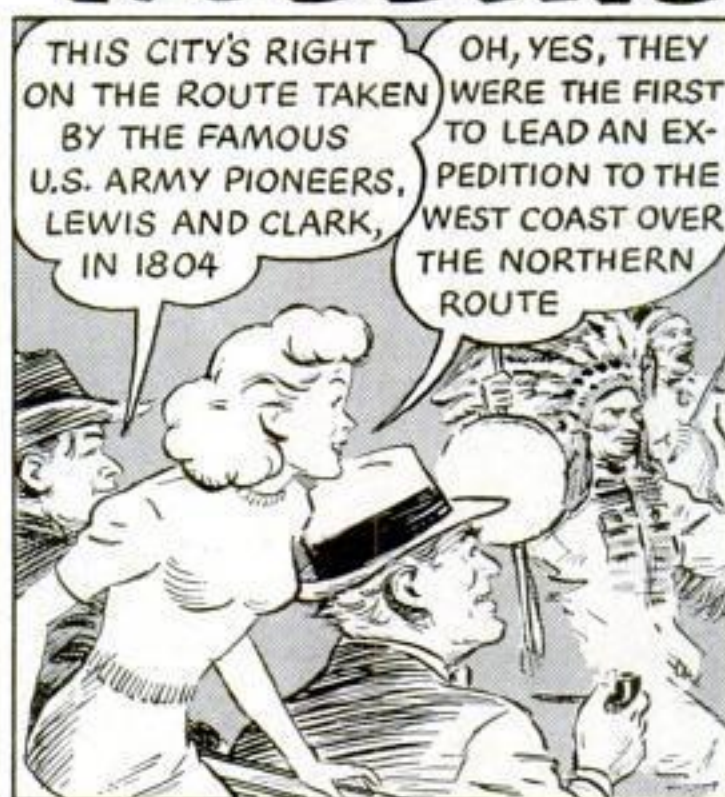
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# PRINCE ALBERT

THE NATIONAL JOY SMOKE

## MURDER INC. (continued)

a "Guilty!" verdict. He confided that Mr. O'Dwyer had told him, out of court, that Strauss alone had killed 28 men in the past ten years. Murder Inc.'s troops take inordinate pride in their work. In dull seasons, when there is no schlamming or skulling to do, they sit around their hangouts and gravely discuss homicide technique. It was generally conceded in Brooklyn that Happy Maione was born gifted and had red thumb, so to speak, as one gifted in gardening is said to have green thumb. Even more than those of his confreres, Happy's career, now so close to its conclusion, can be regarded as a kind of scale model or cameo portrait of Murder Inc. as a whole. Maione was christened Harry after he was born in Brooklyn on Oct. 7, 1908. His nickname, Happy, was a misnomer. He was a sneering, sadistic bully even as a kid. His father, a sickly tailor, died of a heart attack four years ago. His mother, a quiet, devout little woman, lives in a five-room third-floor flat where the rent is \$27 a month. She gets work relief for the two youngest and a widow's pension.

### Happy Maione works his way up

Happy did not like school. He left in the seventh grade when he was 15. He could read and write, but his academic attainments didn't go much beyond that. He worked six months as errand boy in a small clothes shop in Manhattan. Later he polished boots in a shoeshine and hat-cleaning store in Williamsburg. He left this to try his hand at bricklaying, but his heart wasn't in the job. He never got his union card. At 16 he was arrested for assault and robbery, a neighborhood job. He tried to knock down the cop and take the cop's service revolver. The cop laid Happy out, but this episode gave Happy a sinister reputation in Ocean Hill poolrooms in Brownsville. About this time he ran into a girl who had fled the House of Good Shepherd. He set up as panderer in partnership with a man quaintly called "Bow-wow" Mercurio. "Maione's sex history," the probation officer sadly wrote after the Rudnick murder conviction, "is very bad." Two rapes were written against Maione's record. Happy was arrested 35 times before he was 31 years old. The record included virtually everything except arson. Happy ran a race-horse book in a small way, shook down shopkeepers, had part interest with one of his brothers in a small florist shop. He and The Dasher met up with Abe Reles twelve years ago and helped Reles wipe out the three Brothers Shapiro—Willie, Irving and Meyer—and other business competitors. They buried Willie alive in a sand pit in Canarsie in July 1934. Maione performed a series of kills in subjugation of a local plasterers' union. One of his best jobs, incidentally, was the murder of Anthony Siciliano and Caesar Lattoro in a basement on Bergen St., Brooklyn, during his plasterers' series. The victims were wary, difficult to approach. A big police dog warned them when prowlers got close. Happy got around the two men on Feb. 6, 1939, dressed as a woman. The clothes belonged to the spouse of Victor Gurino, one of his associates. Happy painted and powdered his face, swished around in front of the plasterers' flat and was invited inside. He shot and killed both men. Before he left he put two spare bullets in the police dog. At this point in his career Happy rode high. He kept a mistress, according to a probation re-



Irving Ashkenas met death in his car in 1936 in upstate New York where the rural branch of Murder Inc. hung out. Ashkenas ran a taxi service which was competing with friends of the syndicate. An ice pick and 16 bullets were ultimately his undoing.



port, in the house where one of his married sisters lived, and had another woman in Ocean Hill. The mistress, the report gravely recorded, was a girl named Renee. The other woman was written down as "a concubine named Mildred." Happy was one of the big shots in the troop. He rated second only to Pittsburgh Phil Strauss. Dasher Abbandando and Goldstein rated perhaps a grade lower.

The George Rudnick murder, for which Happy and The Dasher got the death sentence, was one of their earlier Combination contracts. Rudnick, a drug addict, had turned stool pigeon. Around the end of March 1937, Pittsburgh Phil Strauss met Kid Twist for a business conference in a hangout at Saratoga and Livonia Avenues in Brooklyn. The Rudnick assignment was fresh. Kid Twist and Strauss adjourned to a nearby drinking spot. Strauss outlined the assignment. He said, "Rudnick is a stoolie. We got to kill him." He arranged to do the job, Happy and Dasher Abbandando assisting. Pittsburgh Phil wanted this to be an extra-fancy bit of handiwork. He said: "We will put a note in Rudnick's pocket. It will say he gave information to Dewey. It will be a favor for Lepke."

**Pittsburgh Phil writes a letter**

Strauss assigned a Combination punk to borrow a typewriter. The machine was delivered to Kid Twist's home. Pittsburgh Phil typed the note under difficulties. Neither he nor the Kid knew how to put in the typewriter ribbon. Kid Twist finally held the ribbon in his fingers and the job was done that way. The note was smudged and untidy. On the face of the envelope Strauss typed: "Mr. George Rudnick." He bogged down on the note. He did not know how to spell "friend." There was a scholarly argument over this. Reles was almost certain it was "f-r-i-e-n-d." Strauss said "No." Finally he started the note: "Freind George." This looked okay to him. The note was rewritten three times. The last version said: "Freind George. Will you please meet me in Ny some day in reference to what you told me last week. Also I will have that certain powder that I promised you the last time I seen you. PS I hope you found this in your letterbox sealed. I remain your freind "YOU KNOW FROM DEWEY'S OFFICE."

Pretty Levine and Anthony ("The Duke") Maffatore, another freshman in the murder college, were told off to steal a murder car. The punks picked a black Buick sedan. Strauss fetched a set of stolen license plates. The Duke and Levine put these on the Buick. Happy checked the new plates to see if they were on tight. The Dasher smashed the car's original license plates.

Everything now was ready for the kill. Rudnick sensed this. He stayed indoors most of the time. If he had to venture out he would come home just before daybreak. He always moved close to the building line. He figured they would be less apt to see him in the deep building shadows. Dasher Abbandando and Kid Twist tried to find him but they did not have much luck. On the night of May 24, 1937, they finally got word that Rudnick was out somewhere. They passed the word along. Happy and Pittsburgh Phil, Dasher Abbandando and Kid Twist met, according to testimony, in the Sunrise Garage. They figured this might be the night. By an odd coincidence, it happened that on this night, in a flat opposite the Sunrise

CONTINUED ON NEXT PAGE



In this Brooklyn junk yard police searched for evidence against Murder Inc. But Oscar ("The Poet") Freidman, who was paid by the gang to destroy their cars in junk yards like this, often sold them to secondhand dealers, according to O'Dwyer.



At the World Series. Throwing out the first ball.

High-lighted in the American Scene, reflecting the very pulse and personality of our people, are certain established traditions neither time nor tumult can erase. Notable among these — pre-eminent in the American way of good living — is the unceasing preference for Green River whiskies. Today, as always, the name Green River occupies a niche all its own in the realm of fine American whiskies. Oldetyme Distillers Corporation, New York.

**GREEN RIVER** AMERICA'S SMOOTHEST Whiskies

Available in Straight Whiskey, Bottled in Bond, 100 Proof (Bourbon or Rye) ... Blended Whiskey, 75% grain neutral spirits, or in Kentucky Straight Bourbon Whiskey, 4 Years Old, both 86.8 Proof. Copyright 1940, Oldetyme Distillers Corporation, New York, N. Y.





Sue Read, famous as the "Most Televised Girl in America," is shown . . .



. . . at the wheel of a fast speed boat. It's a thrilling sport, but mighty tough on engine lubricant. That's why, for safe lubrication, so many . . .



. . . motor boat and yacht owners depend on Sinclair Motor Oils. These are the same quality oils sold by . . .



. . . your nearby Sinclair Dealer for your car. Ask him for Sinclair Opaline or Sinclair Pennsylvania Motor Oil. You'll find they last so long they save you money.

## MURDER INC. (continued)

Garage, Happy's grandmother was dying. She was past 70. She had helped raise Happy. All his family were at her house, kneeling in prayer, but he had the Rudnick job and could not go.

A little before midnight a scream came from the flat across the street from the Sunrise Garage. Happy's grandmother had died. Happy's brothers and sisters kept on waiting for hours but Happy, detailed to wait at the garage until his colleagues returned, could not leave his post. Meanwhile at about 4:30 on the morning of May 25, Kid Twist and The Dasher were still waiting for the stoolie in a little tan Ford car in Saratoga Avenue near Livonia. The Dasher had borrowed the Ford from a boyhood chum who was not in Murder Inc. "I want to take out a girl," Abbando had told him. A few minutes later a little figure moved cautiously along the building line, up Saratoga Avenue toward Livonia.

Kid Twist said: "That's him. That's George." Abbando peered into the shadows by the building line. He said: "You are crazy," but he looked a second time. "You are right," he said. He started the tan Ford. Rudnick stopped. He tried to run back but the tan Ford caught up with him. They put the gun on him and he crept into the tan Ford. He shook with sudden palsy. Abbando drove toward the Sunrise Garage and Kid Twist followed slowly, in another car. He did not want to be in on this kill. He was stalling.

The Dasher drove the tan Ford up on the sidewalk, with the front of the hood against the door. The door opened and he rolled in, with Rudnick. When Kid Twist came up, five minutes later, Happy Maione and Pittsburgh Phil Strauss were standing over the body. Happy said: "The work's finished. You are not needed." Dasher Abbando had Rudnick by the shoulders, keeping him in sitting position. Strauss tied a rope around Rudnick's neck. They tied the body in a jackknife pose.

The black Buick was in this case used as a hearse. Strauss and Maione got Rudnick's body by the legs. Abbando held the head. They put Rudnick on the floor behind the front seat. The body made a noise through one of the wounds. It startled the troops. Strauss swore. He said: "The sonofabitch ain't dead yet." Strauss used the pick again. Maione said: "We got to finish him." He hit Rudnick on the head, just under the hair line. He stepped back. "We got to clean up the floor," he said. He filled a water bucket. Abbando got a broom and swept toward the sewer drain. They washed the broom, the cleaver and the pick.

Maione spoke to a Murder Inc. chauffeur named Julie Catalano. "Drive this over into the Wilson Avenue precinct," he said. "Take it easy over the bumps. Take your time." Maione got into the back seat in Kid Twist's car. Catalano abandoned the black Buick in front of 1190 Jefferson Ave., in a quiet residential street. He walked to the corner and got in with Kid Twist and Maione. They let him out at Atlantic Avenue and Eastern Parkway.

Catalano, The Duke, Pretty Levine, Kid Twist and a whole lineup of witnesses told this story when Mr. O'Dwyer brought Happy and The Dasher to trial last May. Happy's lawyers put 14 of his relatives on the stand. They swore Happy was in his grandmother's house all through the night she was dying, but Burton Turkus, Mr. O'Dwyer's assistant, was prepared for this. He proved through the undertaker and the embalmer that Happy was not in his grandmother's house, as they testified.

The jury did not stay out long. On May 27, 1940, County Judge Franklin Taylor passed sentence. On the Maione complaint, under "Disposition," he wrote: "Sing Sing Prison, there to suffer death by electrocution during the week of July 7, 1940." He wrote the same for The Dasher.

On the morning of May 28, Sheriff Mangano called for the prisoners in Raymond Street jail. Happy tried to be debonair when the Sheriff put on the handcuffs. "You got here early," he said. When Maione and Abbando got in the Black Maria in the prison yard, Happy's mother and his married sister, Jennie, were by the gate. They waved to him. Maione tried to stand up. He hollered, "Good-by mamma," but he choked on the words. His face was wet with tears. At the 10:30 train that takes prisoners out of Grand Central to Sing Sing Prison, Renee was waiting. She kissed him. All the way up the Hudson, Happy stared at the Palisades. He littered the floor with cigarets. The Dasher was glumly silent. Maione cursed Kid Twist Reles. "He is a yella rat," he told the Sheriff. "He is a squealer."

Sheriff Mangano got his charges into a black taxi that was waiting at Ossining station. It moved up the serpentine road. The Sheriff walked the two men through the prison reception room to the high-ceilinged room at the left. The Sheriff took off the cuffs. He nodded to the keeper.

"Two for the back," he said.



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## LIFE'S PICTURES



The great war fire picture on page 24 was taken by LIFE's London staff photographer, William Vandivert. In sharp contrast to that picture is the peaceful scene above, taken a few months earlier in Paris before the German occupation, while Vandivert was photographing the Saturday morning flower markets. In background is Notre Dame.

Huge Vandivert finds London living cramped, threw English shoemakers into a week's state of consternation when he tried to buy a pair of shoes. He is an enormous eater and frequently consumes two full meals at one sitting. While on jobs that take him out to photograph contraband control, R. A. F. sorties, Dover's crumbling cliffs, Vandivert practices his Cockney accent of which he is very proud. Recently evacuated from the low-ceilinged 9th-floor apartment where he once seriously wrenched his neck trying to shave, he and his English wife have joined LIFE's other staff members at the Dorchester Hotel (see pp. 24-26).

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## "The worst fight I ever had with my wife"

A new father learns some new things about baby care



1. My wife came from a rich family. I came from a poor one. And we got along swell... that is, until the baby came.



2. Then Peggy's ritzy upbringing started to tell. She spoiled the baby from morning till night. You never saw as many special gadgets as she bought for that child. Finally one day I blew up and we had it out.



3. "Look here," I said to Peggy, "I'm fed up on this namby-pamby stuff! I don't want my boy to grow up to be a sissy. You're going too far with all this special powder, special food, special this, special that, and above all that special laxative."



4. "Wait a minute—you're acting like a fool," Peggy came right back: "that special laxative for the baby is what the doctor ordered. He says a baby's delicate system is different from an adult's, and shouldn't get an adult's laxative."



5. "That's why I'm giving the baby Fletcher's Castoria. It's designed especially and only for a child's needs. It's safe and has no harsh, 'adult' drugs. Castoria works mainly in the lower bowel, so it's not likely to disturb the appetite, or cause nausea. The doctor said he couldn't recommend a better laxative than Fletcher's Castoria."



6. "And listen, Jim, you know our son is awfully cranky about taking any medicine. Well, does he go for the swell taste of Fletcher's Castoria? He loves it. I don't know what I'd do without Fletcher's Castoria in the house." (That's the end of the story... except we haven't had a cat-and-dog fight since!)

Chas. H. Fletcher **CASTORIA**

The modern—SAFE—laxative made especially for children









Arriving in Raleigh, the debutantes register at the Sir Walter Hotel. Behind table are Deede Thurman and Jane Manning, debutantes of another season, who handled details of the ball.



Dressing and undressing took up all of debutantes' time between parties. Most girls spent at least \$300 on debut wardrobe, brought no less than five changes of formal and informal attire.

## *Life Goes to a Mass Debut*

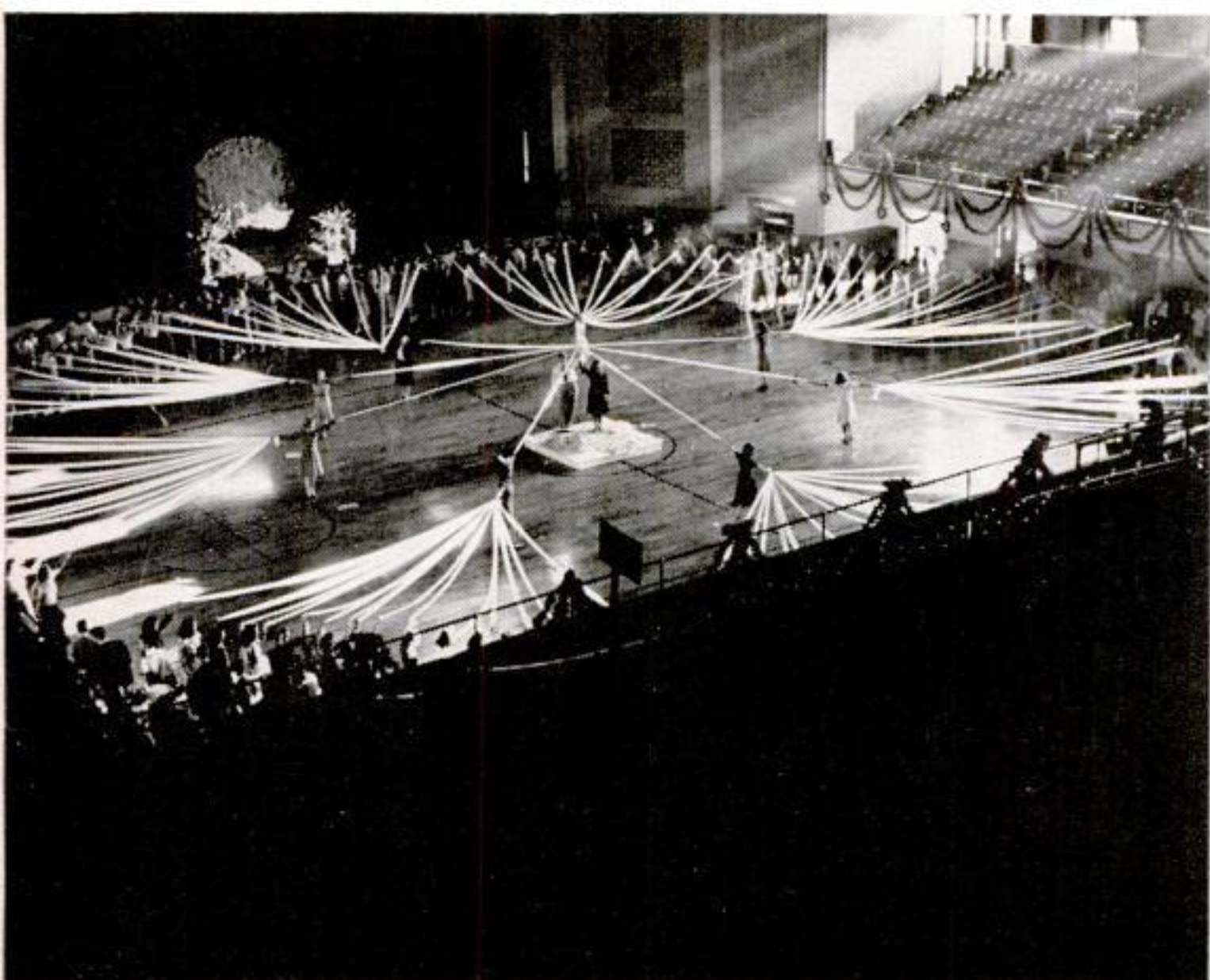
### North Carolina buds bloom together at ball in Raleigh

To North Carolina's socially eligible young ladies, the night of Sept. 6 was incomparably the most important of the year. For at 8 p. m. that warm autumn evening they made their joint debut—159 strong—at the Raleigh Terpsichorean Club's 20th Annual Debutante Ball. From all over the State, from tidewater and piedmont, from big towns and little, they had converged on the capital, fluttery, breathless and proud to enter society via North Carolina's unique collective system.

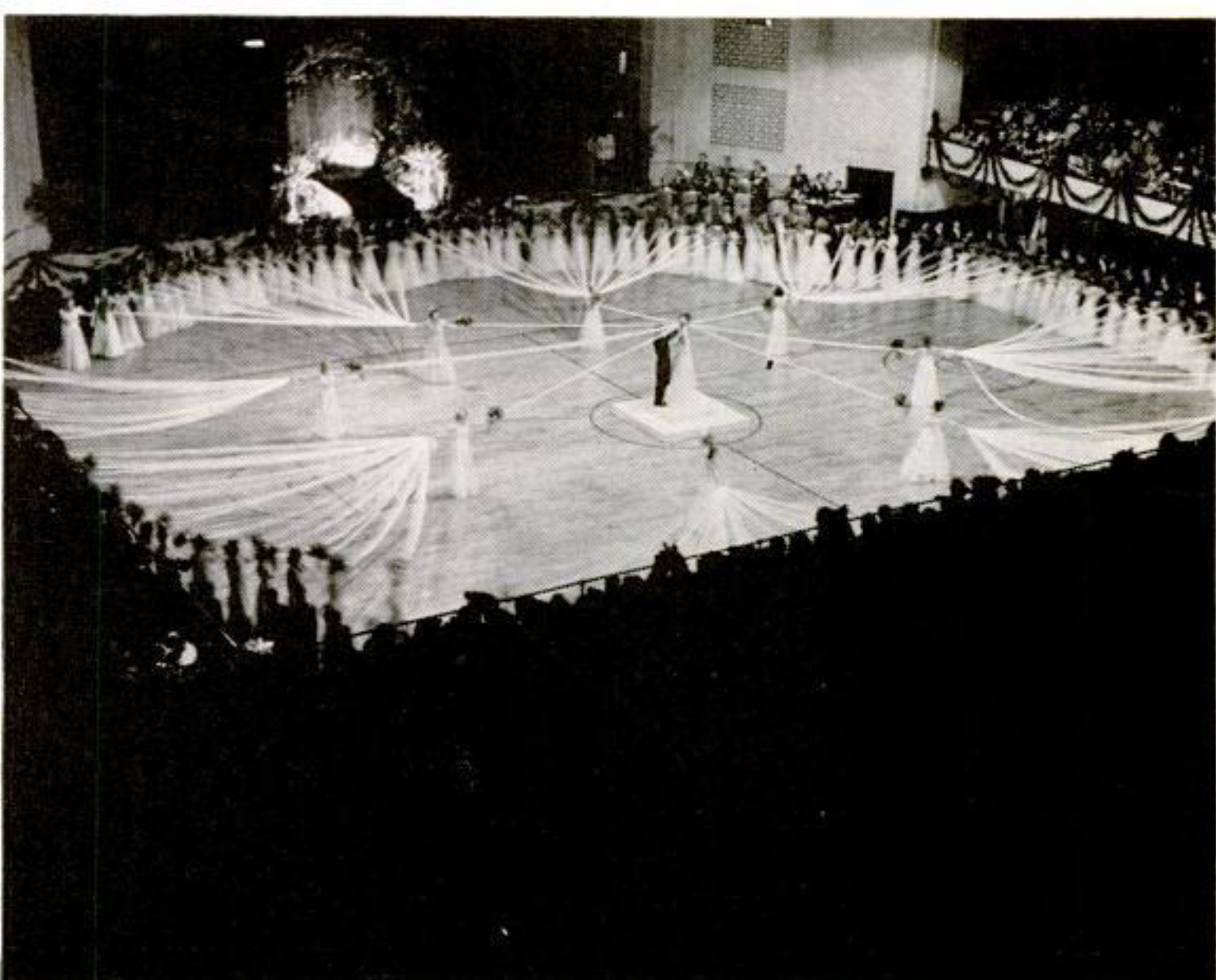
Anachronistic though "coming-out parties" may be, every city and every season puts forth its yearly crop of buds. North Carolina's debut machinery is efficient, impressive and totalitarian. In effect, Raleigh's Terpsichoreans hold absolute sway over the social ambitions of every girl in the State. They—not the aspiring subdeb or subdeb's mother—decide who in North Carolina may make her debut. Those who are chosen never forget their three days in Raleigh. The whole city is at their feet. The governor receives them at tea. Opposite you see 57 of this year's lucky 159 seated on the main staircase in Governor Clyde R. Hoey's executive mansion.



In the breathless moment before her presentation a debutante stands on turntable while a postdeb manager fixes her frock. Instant later the platform will swing her into audience's view.



At rehearsal Friday afternoon, the giggling debutantes and their escorts rehearse traditional cartwheel figure. Each girl invites a "chief marshal" and four assistants, pays for everything.



Climax of the ball was the cartwheel figure formed by 159 debs immediately following the individual presentations. In background is stage and platform where girls appeared one by one.



# Hear that, Matilda?

*SHE'S STILL CRYING LIKE A BABY!*



Golden bar or golden chips —  
Fels-Naptha banishes "Tattle-Tale Gray"



Wherever you use bar-soap, use Fels-Naptha Soap. Wherever you use box-soap, use Fels-Naptha Soap Chips

COPR. 1940, FELS & CO.

## Mass Debut (continued)



Debutante Margaret Durfey of Raleigh rests backstage with her chief marshal before the presentation. Like all other debbs she wears a white dress, carries red roses



Subdebutante Nita Nolan Newbold of Hertford, N. C. (pop. 2,000) dreams of next year when she will swing into Carolina society. Less dreamy is friend Buck Powell





Cones and cokes are consumed at Sir Walter Hotel drugstore during a brief interlude of leisure between parties. Everyone looks chipper after five hours of sleep.



A Conga is demonstrated at country club dance Saturday noon. Dancing at main ball was restricted to formal stuff. But here Ruby Hunter and Mattie Geis cut rugs.



Danced out, girls and escorts unwind in hotel lobby at 3 a. m. Many, bored with formal clothes, went upstairs and changed into sweaters and slacks before ball ended.



Above: Note the bulging of the hips and abdomen in the ordinary corset. At right: The same woman in her Spencer. Hips are slenderized, the abdominal bulge is gone and slumping posture is gracefully erect and poised.

Are your hips a problem? Are you troubled with a bulging abdomen or a "spare-tire" of flesh around the waist line? Then follow the example of the young woman in the photograph and find out what a Spencer can do for you.

#### How to lose your bulges

Your Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem and yours only.

Spencers are light and flexible yet every Spencer is *guaranteed* to keep its lovely lines as long as it is worn! No other corset, to our knowledge, carries this guarantee. Prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after a few weeks' wear!

#### Have a figure analysis—free

At any convenient time, a Spencer Corsetiere trained in the Spencer designer's method of figure analysis, will call at your home. A most interesting study of your figure will cost you nothing.

#### See your future beauty lines in fascinating free booklet

Send us the coupon below, or look in your telephone book under "Spencer Corsetiere" and call your nearest corsetiere, for interesting illustrated booklet, "Your Figure Problem." This will not obligate you in any way.

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Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here. ☐

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"I had a problem with ugly bulges

until I sent the Spencer coupon below"



"I've lost inches in my Spencer"

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Please send me your helpful booklet. I have checked my figure fault at right. ☒



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## PICTURES TO THE EDITORS

### BIG BIRD

Sirs:

Oscar the Ostrich, the pet of F. V. Earnest Jr., was introduced to me a year ago when I took the first picture in the group below. Earnest, lifting the then 3-weeks-old bird in his arms, said he was

adding a new twist to the old stunt of lifting a colt each day until it became a horse. I recorded his lifts in this set of pictures which show how the bird grew—and outgrew Earnest.

JEFF SUTTON

Los Angeles, Calif.



  
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 2 CHAIRS  
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 TWENTY FOR 25¢  
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Thank the retailer who sells Anglo-Craft hand-tailored, all worsted suits. He knows style, value, tailoring perfection. See him today. For his address, write A. Sagner & Sons, Inc., Mfgs., Baltimore, Md.  
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**Buck-up, Pal**  
 use this for sore chapped lips  
 Take a cowboy's tip. Use Chap Stick on your lips. Comforting relief for outdoor men in every application. Slips in your pocket. 25¢ at your druggist's. Money back if not delighted. For Free Sample write Chap Stick Co., Lynchburg, Va.  
**FLEET'S Chap Stick** 25¢





## LULLABY FOR A SLEEPYHEAD

BABY drifts into dreamland swiftly in a HANES Merrichild Sleeper. Knit for warmth and comfort. Double-soled for extra wear. Soft seams won't irritate.

As the makers of famous HANES Underwear for men and boys, HANES can offer you these quality garments at modest prices. Choose a zipper, button or buttonless front. One-piece and two-piece suits. Some have elastic seats for self-training. See them at your leading store. You'll save money! P. H. Hanes Knitting Co., Winston-Salem, N. C.

89¢ to \$1.19  
THE SUIT

**HANES** Merrichild  
**SLEEPERS**

FASHIONED BY THE MAKERS OF FAMOUS HANES UNDERWEAR FOR MEN AND BOYS

## PICTURES TO THE EDITORS

(continued)

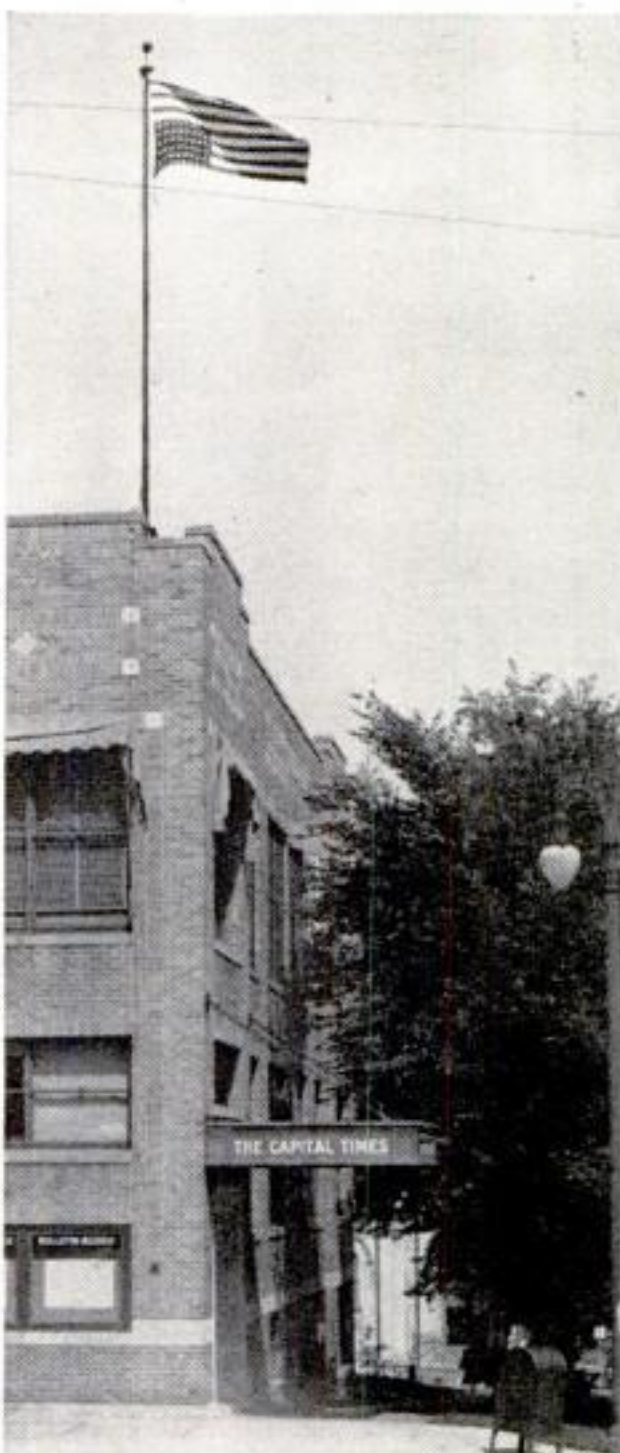
### INVERTED FLAG

Sirs:

Madisonians were perplexed Labor Day when they saw the American flag atop the office building of one of Wisconsin's leading newspapers, the *Capital Times*, rippling in the breeze upside down. Although the paper gave no explanation, many wondered who was in distress—the paper, Labor or the custodian in charge?

M. G. JENKS

Madison, Wis.



### DANGER SIGN

Sirs:

Realistic warning of possible fifth column activities is this life-sized dummy in uniform 'chuting down into the public square of Santiago, Chile. One word, INVASION, is printed on the parachute, which is suspended from two public buildings.

A. O. VOGEL

Milwaukee, Wis.



## HYGIENIC FILTEx VACUUM CLEANER and AIR PURIFIER

"Every  
User  
A  
Booster"



Healthier Dust Free Homes with Purified Air... Easier to Handle... A Powerful Carpet Nozzle that really does the job you have always wanted done... See the Authorized Filtex Man when he calls... Filtex not sold in retail stores

MANUFACTURED BY  
**THE FILTEX CORPORATION**  
SUBSIDIARY OF THE SPARKS-WITHINGTON COMPANY  
JACKSON - MICHIGAN

## THIS IS THE NEW SHAVER WITH A

## HEAD FOR BUSINESS! HOLLOW GROUND



Maybe you have tried electric shavers before. Maybe you don't believe they'll work on your beard.

But—just to save your face—give this New Schick a trial.

That 2-M Head means business! It's hollow-ground to arch the skin surface and make the bristles stand up where the Flying Shuttle Shearer can mow them off at the rate of 14,000 cutting motions a minute.

You won't believe your hand when it caresses your boy-fresh face! You won't believe your eyes when they peer in the

mirror and fail to discover a single bristle!

And you won't believe us—or anyone else—till you try this new way of shaving.

So why be a hold-out? Get yourself a New Schick with the 2-M Head today; use it for 30 days; if you're not "sold" by then, your dealer will refund every penny you paid!

SCHICK DRY SHAVER, INC., STAMFORD, CONN., U. S. A.

### Only Schick offers all this!

● NEW 2-M SHEARING HEAD—hollow-ground to arch the skin surface—makes the whiskers stand up to be cut off. That's why it gives close shaves 30% quicker, easier, better. ● FLYING SHUTTLE SHEARER—powered by an improved, faster motor—performing more than 14,000 shaving operations per minute. ● WHISK-ITS—to catch all beard clippings. No other shaver offers this feature. ● BRAND-NEW STYLING by Raymond Loewy—world-famous designer.

Schick prices start as low as \$9.95 for the popular CAPTAIN model with straight Speed King Head and Whisk-Its. Many Dealers Offer Easy Payment Terms.



NEW SCHICK COLONEER, complete with new 2-M Hollow-Ground Head; handsomely styled in rich ivory plastic with gold-colored Whisk-Its. Built-in radio static suppressor. Complete with simulated alligator tuck-away case, \$15.00. (Or, packed in de luxe Dress-Kit... \$17.50.)

NEW SCHICK FLYER, has new 2-M Head; executed in burgundy plastic with silver-colored Whisk-Its. Genuine leather case... \$12.50.

### ATTENTION, SCHICK OWNERS!

### ... Get this 2-M Head for your shaver!

We made this marvelous new 2-M Head so that it can be used on any of the 2,500,000 Schick Shavers now in service!

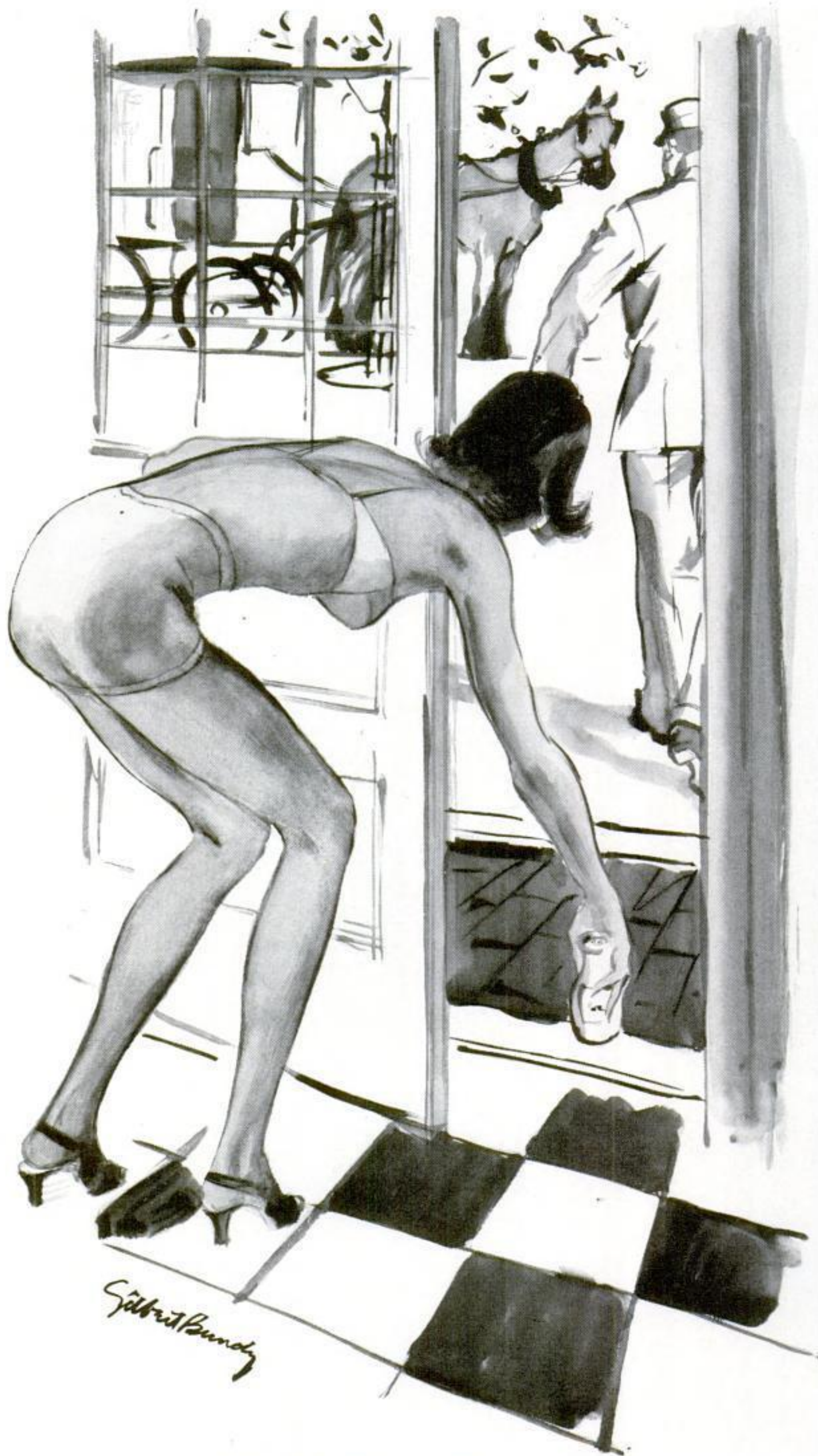
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ATLANTA	CINCINNATI	DETROIT	MIAMI	OKLAHOMA CITY	PROVIDENCE	WASHINGTON, D. C.
BALTIMORE	CLEVELAND	HARTFORD, CONN.	MILWAUKEE	OMAHA	ROCHESTER, N. Y.	(See Classified Telephone Directory for street address)
BOSTON	COLUMBUS, O.	HOUSTON	MINNEAPOLIS	PHILADELPHIA	ST. LOUIS	
BROOKLYN	DALLAS	INDIANAPOLIS	NEW ORLEANS	PITTSBURGH	SAN FRANCISCO	
BUFFALO	DENVER	KANSAS CITY, MO.	NEW YORK	PORTLAND, ME.	SEATTLE	

nothing Quicker  
nothing Slicker **NEW SCHICK SUPER SLICK SHAVER**





## Half-Pint Pants

Who said the day of the horse is dead? Not so long as his morning eye-opener is a pair of Munsingwear briefs like these. Just lap up their cream-smooth fit. That's Grade A designing by experts who know where to knit in freedom and nip off fullness. Half-pints both in silk and rayon that wear like old friends. Also in longer lengths, but just as little prices. At better stores. *Munsingwear, Inc. • Minneapolis • New York • Chicago.*

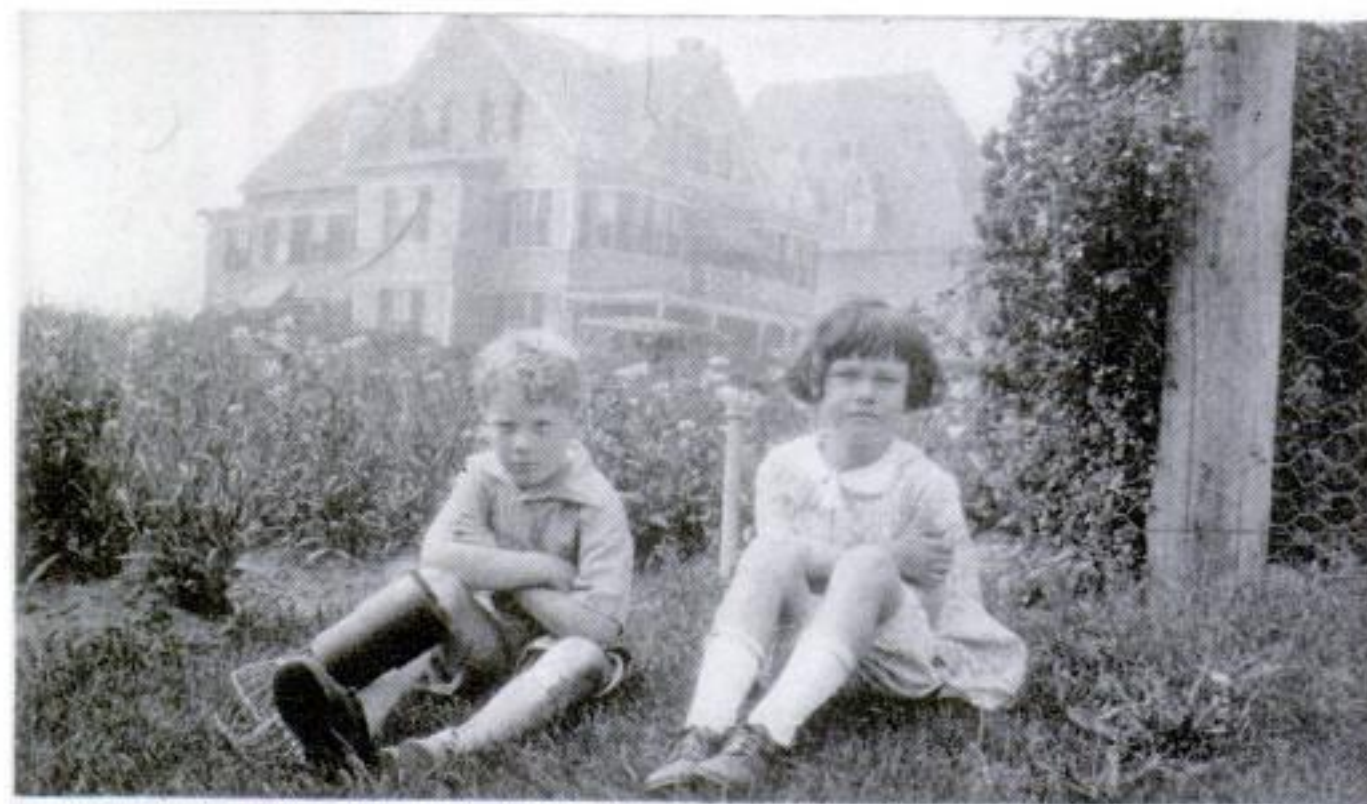
# MUNSINGWEAR

*Fit That Lasts!*

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY

## PICTURES TO THE EDITORS

(continued)



### MAN HUNT

Sirs:

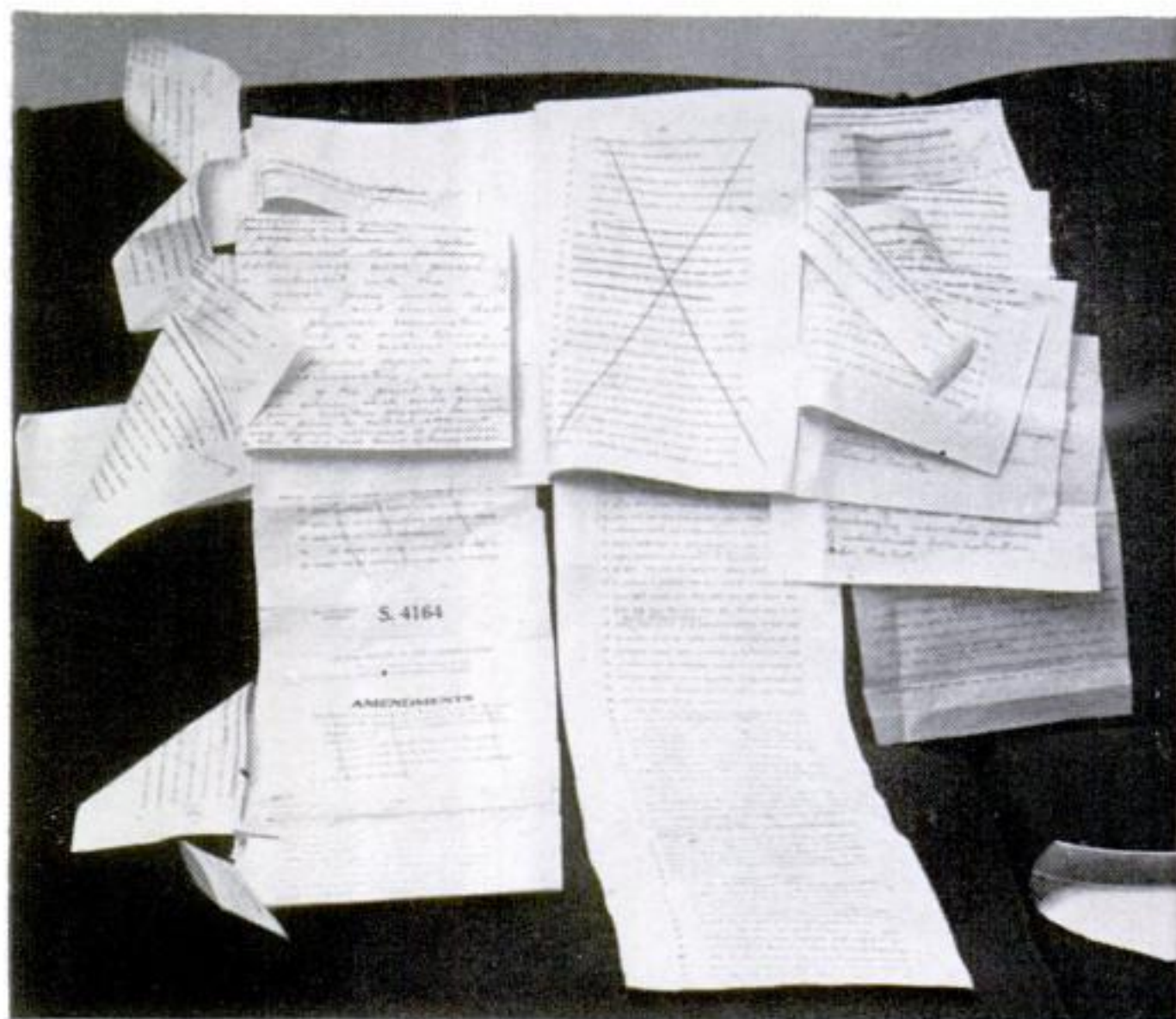
Recently in an old photograph album I came across the above snapshot of me and my first beau, who I sincerely regret has long since gone out of my life. The more I look at his golden curls and he-man pose the more I am impelled to find him.

Among your readers there might be one who would recognize him. There is the possibility that his wife may be the first to reply. Please tell him to rush to me before he is conscripted or I may have to pay dues at an Old Ladies' Home.

I also am enclosing my most recent photograph (right). Should the presence of a child discourage my former beau—he's my nephew.

ELLA MUZZEY

Paterson, N. J.



### DRAFT BILL

Sirs:

I take exception to LIFE'S comment in the Sept. 9 issue that "the bill [conscripted] came out of the Senate almost exactly as it went in." Believing that LIFE might be interested in knowing how the bill looked when it came from

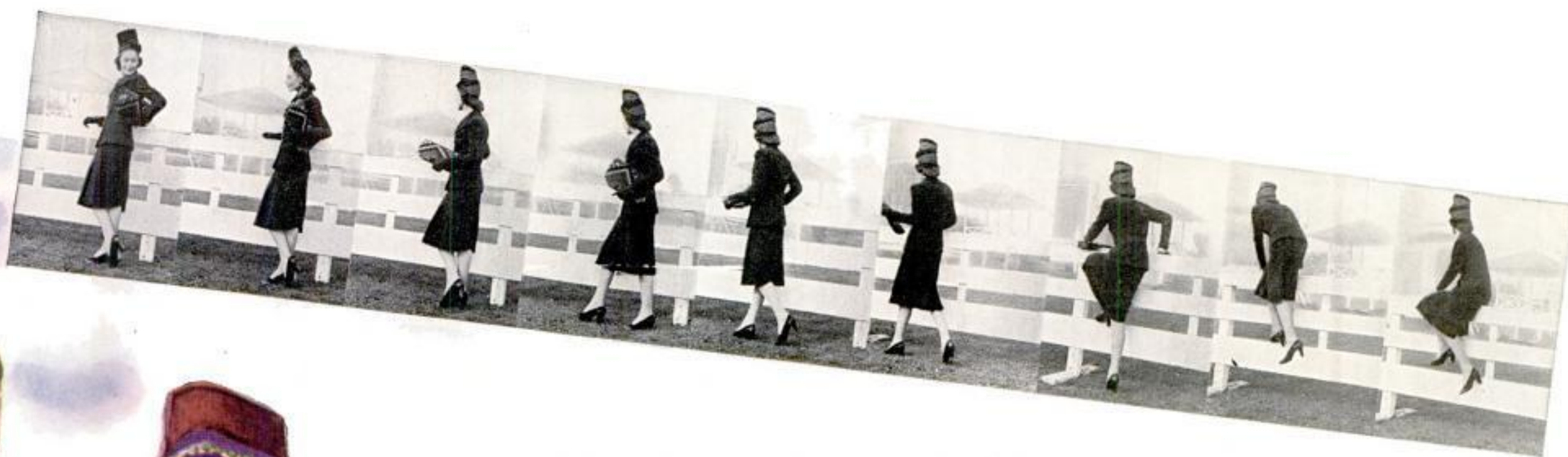
the Senate floor, I took this photograph showing just a portion of the 41 amendments added to the bill during Senate debate.

ROBERT BALDRIDGE JR.

Senate Enrolling Office  
Washington, D. C.

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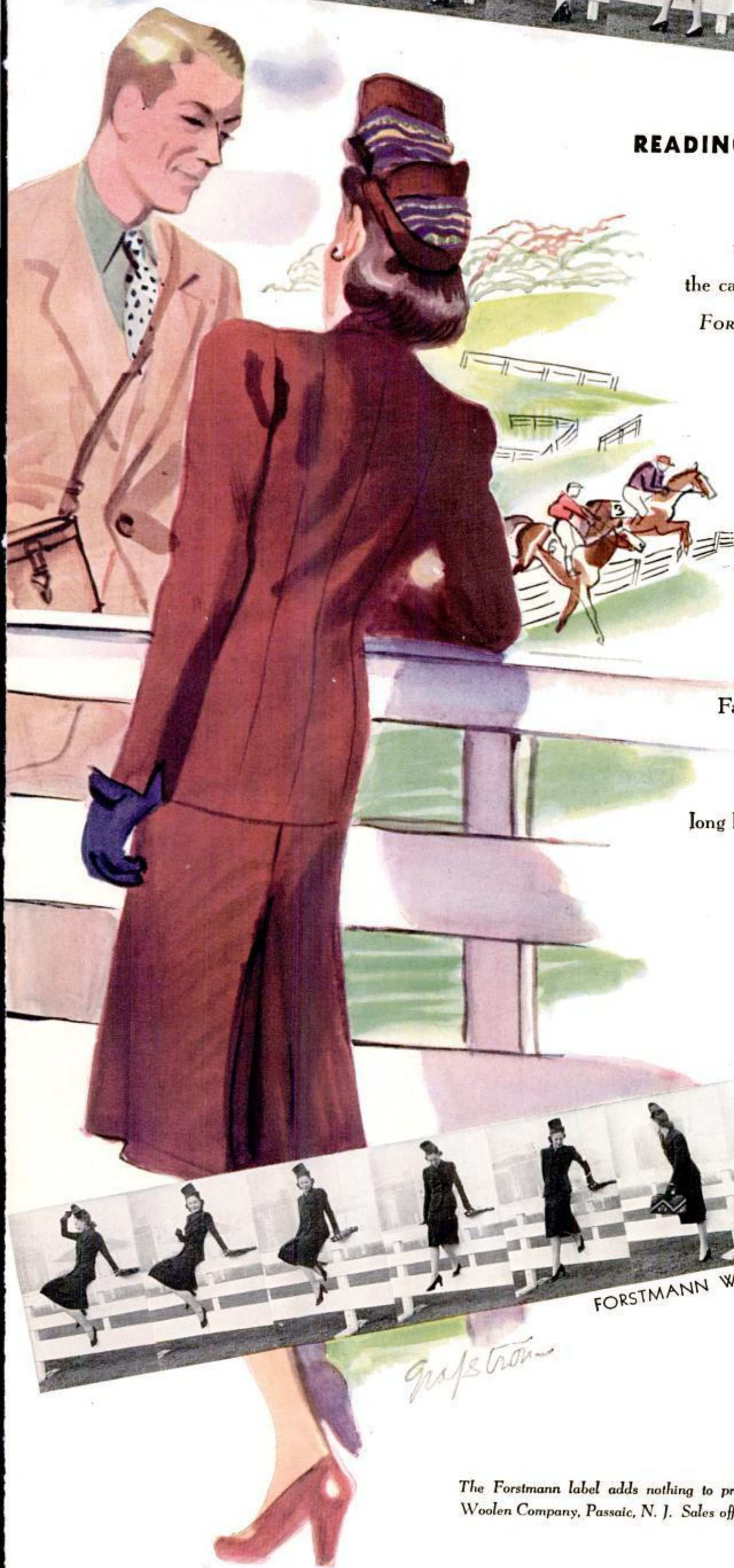


## READING BETWEEN THE LINES . . .

"Kitty! . . . Never saw you looking fitter!" . . . This from Steve, ranking eligible at the Hunt Club . . . and scarcely undeserved. For in the casual costume Kitty wears, as in her town-wear, is sewn a small label: *FORSTMANN WOOLEN — 100% virgin wool*. Kitty isn't concerned with too many details. She looks for interesting texture and lovely color —

and she does read between the lines to flow and fineness in the fabric. She does gather that suits and coats and dresses having this label somehow have fit and grace and swing and swank.

She has seen their slenderizing effect — and *its* effect on important people. Well, there are reasons. . . . Every Forstmann Woolen is 100% *virgin wool* — a plastic and lively fabric. The free, flowing lines of fashion can be molded in to stay, since the material between the lines has substance and quality. Fashionists know that an "All-Wool" mark is not nearly enough — since "all-wool" fabrics may contain *shoddy*, that is, reworked wools without flexibility and life. These have short, broken fibers that cannot long hold the fine lines of fashion in action. Sometimes it is difficult to know the finest woolens at first sight. Then the Forstmann label becomes your assurance of *first quality — 100% virgin wool*. To learn more of its meaning, ask some expert whose judgment you value.

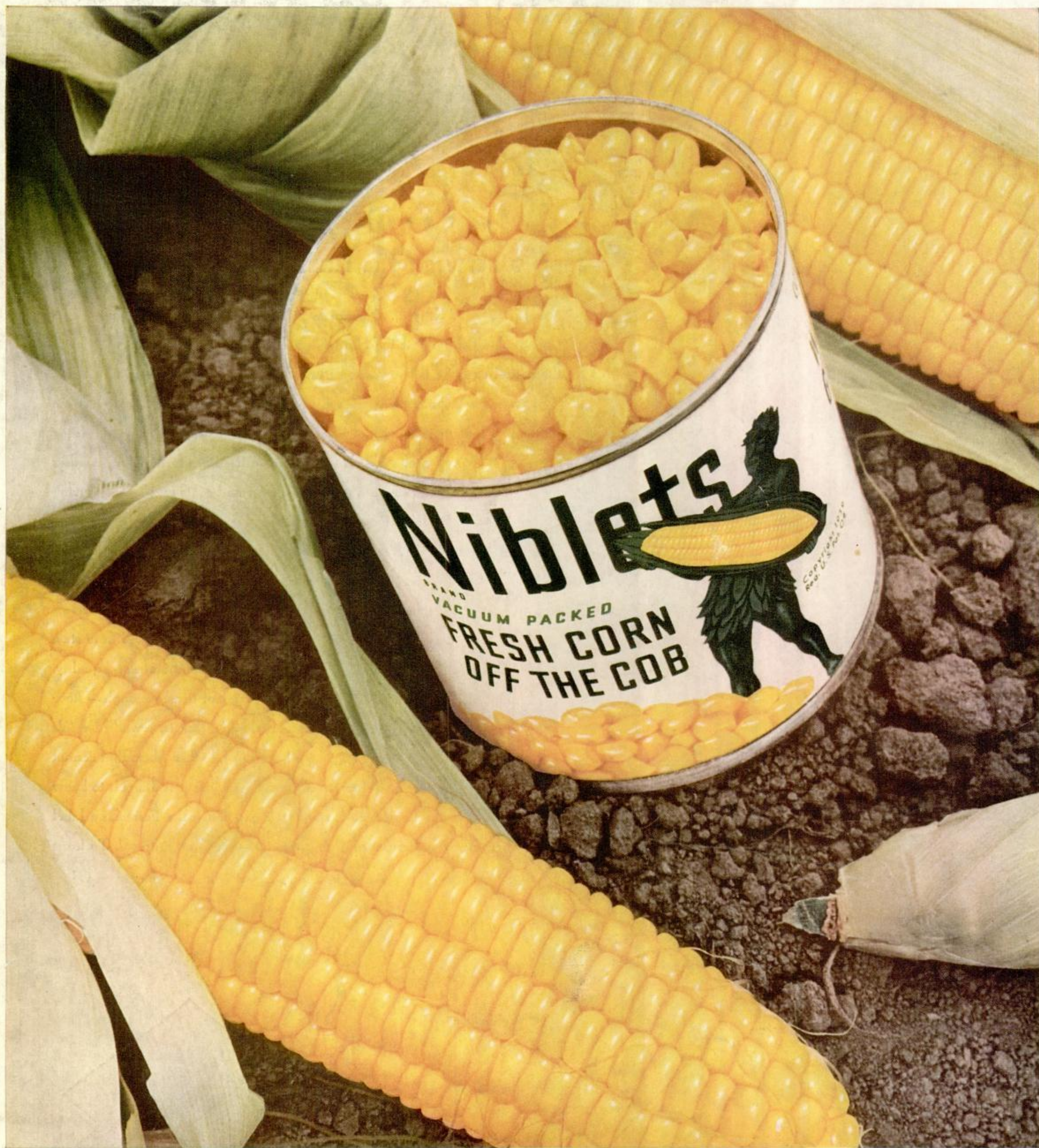


FORSTMANN WOOLENS HOLD THAT FASHION LINE



The Forstmann label adds nothing to price — much to good form. . . . Forstmann Woolen Company, Passaic, N. J. Sales office: 30 Rockefeller Plaza, New York City.





*Good rich earth—backbone of America . . .* Not all canners are farmers. The Green Giant is. His picture on the label is an everlasting promise of ever-present quality in corn. Ask for the one and only Niblets Brand whole kernel corn. Look for the Green Giant on the label.

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